# PLAY METER Magazine

## AMOA Expo '90 Coverage

Cisco Heat
Cisco Heat
ALL AMERICAN POLICE CAR RACE
POLICE
Cisco Heat
JALECO
JALECO
1
ALL AMERICAN POLICE CAR RACE
POLIC
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DR-900
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JALECO
JALECO

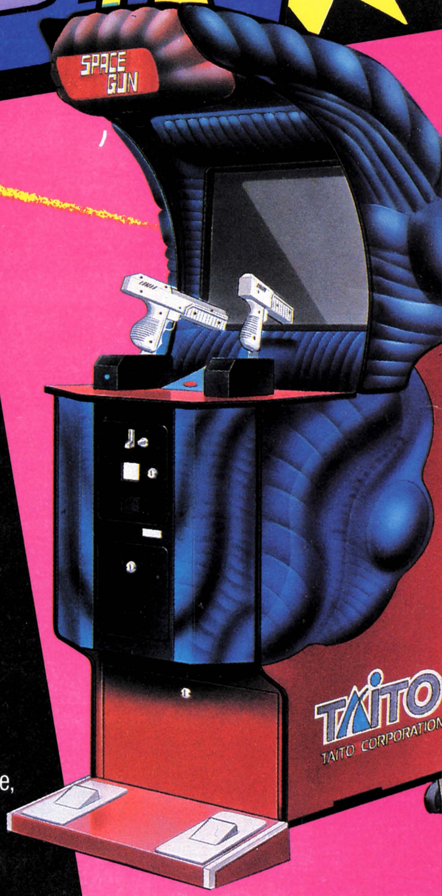
VOLUME 16, No. 13 FOR THE COIN-OP ENTERTAINMENT INDUSTRY December 1990

TAITO

# SPACE GUN

## BEWARE!

THE GALAXY IS BEING INVADED!!
DESTROY THE MONSTERS WITH HIGH-POWERED,
PUMP-ACTION MACHINE GUNS!!
RESCUE THE HOSTAGES
IMMEDIATELY!



SPACE GUN
TAITO
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### STORY

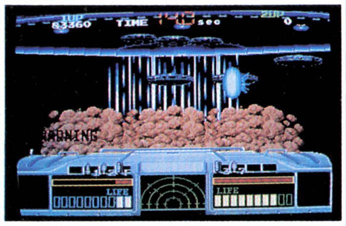
The year is 2039 A.D. When a distant colonized space station experiences strange and unexplained occurrences, the Federation of Earth launches a special off-world unit of commandos to investigate. En route, a distress signal from an Earth-bound cargo ship is intercepted. The crew has been taken hostage by hostile alien life-forms. Tension builds as the commandos search through the ship for survivors, while fending off the brutal, inhuman attackers. It's a fight to the death when the aliens' true course of cold-blooded destruction is discovered . . . Destination: Earth!

### HOW TO PLAY

- This high-powered shooting game is in the first person perspective and can be played by one or two players simultaneously. A second player can join the game at any time.
- The hostages must be rescued while annihilating the alien monsters in seven shocking and horrifying rounds.
- The game is over when the player's LIFE ENERGY has expired, when no hostages have been rescued, or when the seven rounds have been completed. And with Taito's buy-in feature, the player can continue the action!
- A LIFE ENERGY capsule appears periodically to restore life to the player. In addition to the endless supply of bullets, the player can collect special weapons including Freeze, Blade, Fire and Explosive Bombs.

### OPERATION

- The controls include a high-powered, pump-action, fully automatic machine gun and a foot pedal to assist the player in maneuvering through the alien-infested ship.
- The pump-action allows the player to select the special weapon of choice. The player then simply pulls the trigger to unleash total destruction.
- The foot pedal allows the player to reverse his direction of travel. This gives the player additional maneuverability to explore each corridor of the large ship.



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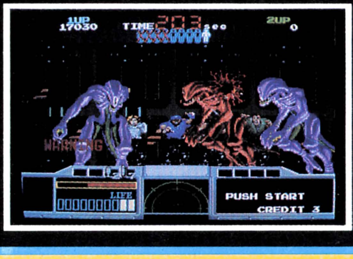

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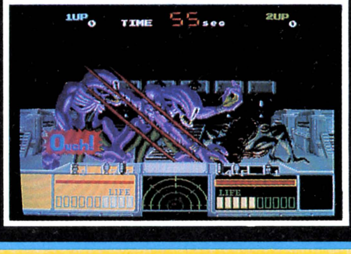

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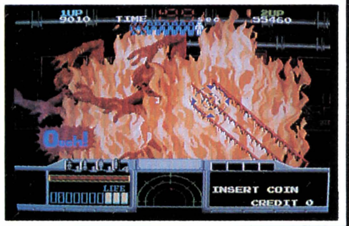

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# NEWS BULLETIN

**POKER BILL PASSES IN PENNSYLVANIA . . .** A video poker bill has passed in both the Pennsylvania House and Senate—marking the first time such a bill has gotten this far in that state. It cleared the House on Nov. 14, the Senate on Nov. 20.

Gov. Robert Casey has 30 days in which to either sign the bill, leave it unsigned, or veto it. He has this long to decide because the legislature is no longer in session, but a spokesman for the Pennsylvania Amusement and Music Machine Association (PAMMA) says Casey likely won't take the full 30 days. He hasn't indicated which way he's leaning, the spokesman added.

**MANUFACTURER'S COUNCIL MEETS . . .** The recently formed AMOA Manufacturer's Council, a 17-member group composed of AMOA members and representatives from the coin-op industry's various manufacturing sectors, met for the second time during the IAAPA show in Washington, D.C., on Nov. 14. (We'll have photos of that event next month). The main action taken was the formation of four committees within the council.

Here are the committees and their members:

*Government Relations*: Jerry Gordon of Rowe International, chair; Craig Johnson of TATAKA, AMOA liaison; Wally Bohrer of Hastings Distributing; and Jim Newlander of Atari Games.

*Industry Relations*: Joe Dillon of Williams-Bally/Midway, chair; Jack Kerner of Melo-Tone Vending, AMOA liaison; Kira Burdick of Mars Electronics; and Bill Rickett of Dynamo Corp.

*Convention Advisory Board*: Jack Regan of R.J. Reynolds, chair; John Schumacher, AMOA liaison; Frank Ballouz of Fabtek/Irem; Doug Harrington of Intellical; and Ed Sokolofski of Wico Distribution.

*Education*: Chuck Milhem of Valley Recreation Products, chair; April Sojka, AMOA liaison; Bill Truman of Automatic Products Co.; Sal Mirando of SMS Manufacturing; and Harrington.

Council members not yet on committees are Mort Ansky of Kramer Manufacturing, Shane Breaks of Atari Games, and Mark Struhs of Dynamo Corp. They will be on other committees formed at future meetings.

The Manufacturer's Council will meet four times a year. Each member serves for three years; down the road, one-third of them will rotate off yearly.

**GOTTLIEB FORMS COMPANY . . .** Alvin Gottlieb, son of the famous pinball manufacturer David Gottlieb, has started a new pinball design firm called A. Gottlieb & Co. It's located in Elmhurst, Ill.

Gottlieb is working on a hush-hush flipper modification patent. He says the information is classified. "I can keep a secret, but the people I tell it to can't!" he said. The pinball machine to be built around this patent-pending flipper will probably be manufactured by Premier Technology. Gottlieb is working closely with Premier president Gil Pollock on the project.

Jerry Armstrong is the new company's chief designer. Also working there are Gottlieb's sons, Mike and Joe, and grandson Stephan.

**CIGARETTE ACTION IN NEW YORK . . .** Cigarette vending machine operators in two New York counties—Suffolk and Westchester—received good news in November, but unfortunately the same cannot be said for their brethren in New York City.

The legislature in Suffolk County overrode a veto by county executive Patrick Halpern, sustaining an earlier 15-3 vote in favor of a bill that allows cigarette machines 1) in bars, as they have been, and 2) in restaurants/diners, with either a lock-out device or on a token system.

"We were successful because we started working on this issue very early, we had a great lobbyist in Jim Faraldi, and we had a membership that was active all the way," said AMOA-NY president Robert Herman.

Also, in Westchester County, operators were able to kill a bill that would've banned the machines. But they weren't as lucky in New York City, where the city council passed just such a measure. Mayor David Dinkins was expected to sign the bill on Nov. 27.

"We're considering two options: either lobbying to have the bill amended, so that some of the machines are allowed, or going ahead with federal litigation," Herman said. "The matter is by no means dead."

In other news concerning New York, Suffolk County's Halpern is proposing a $25 registration fee for any coin-operated device. To combat this potentially crippling legislation, a group calling itself the Long Island Coin Coalition has been formed. It's comprised of AMOA-NY and representatives from vending, pay telephone, and coin laundromat associations. (Coca-Cola and Pepsi also have representation.)

"A unified approach is needed to kill this tax," Herman said. "I'm excited about the possibilities of this coalition."

**SNK, ROMSTAR MAKE DEAL . . .** SNK Corporation of America and Romstar Inc. have finalized a licensing agreement whereby Romstar will market and sell SNK's one-slot *Neo-Geo* kits.

"We feel Romstar, a leading kit specialist, is well equipped to spearhead this program," said SNK president Paul Jacobs. "We will continue to market and sell all dedicated versions of the *Neo-Geo* multi-video system, plus all software for both dedicated games and kits—with exception of the initial piece of software included with each kit."

The one-slot kits should be available after the first of the year.

**MEMBERSHIP DENIED . . .** David Snook, Play Meter's European correspondent, reports that "in a shocking decision, Euromat (the federation of European coin machine trade associations) has decided not to admit to membership the Amusement Machine Association, the smaller of the two Belgian trade associations.

"This follows a four-year wrangle in which the AMA has consistently sought membership and been continuously thwarted by its larger brethren at Belgium's UBA. The irony is that on this occasion the UBA withdrew its opposition. Instead, it came from Italy and France, who persuaded a majority of their European colleagues at the council meeting (in Brussels on Oct. 25) to vote out the AMA."

**NINTENDO ADDS HOT LINE . . .** Nintendo's technical services department has added an exclusive telephone line to provide technical assistance for its coin-op customers. Calling this toll-free number, (800) 628-4126, will improve card processing time and decrease the incidence of busy signals received.

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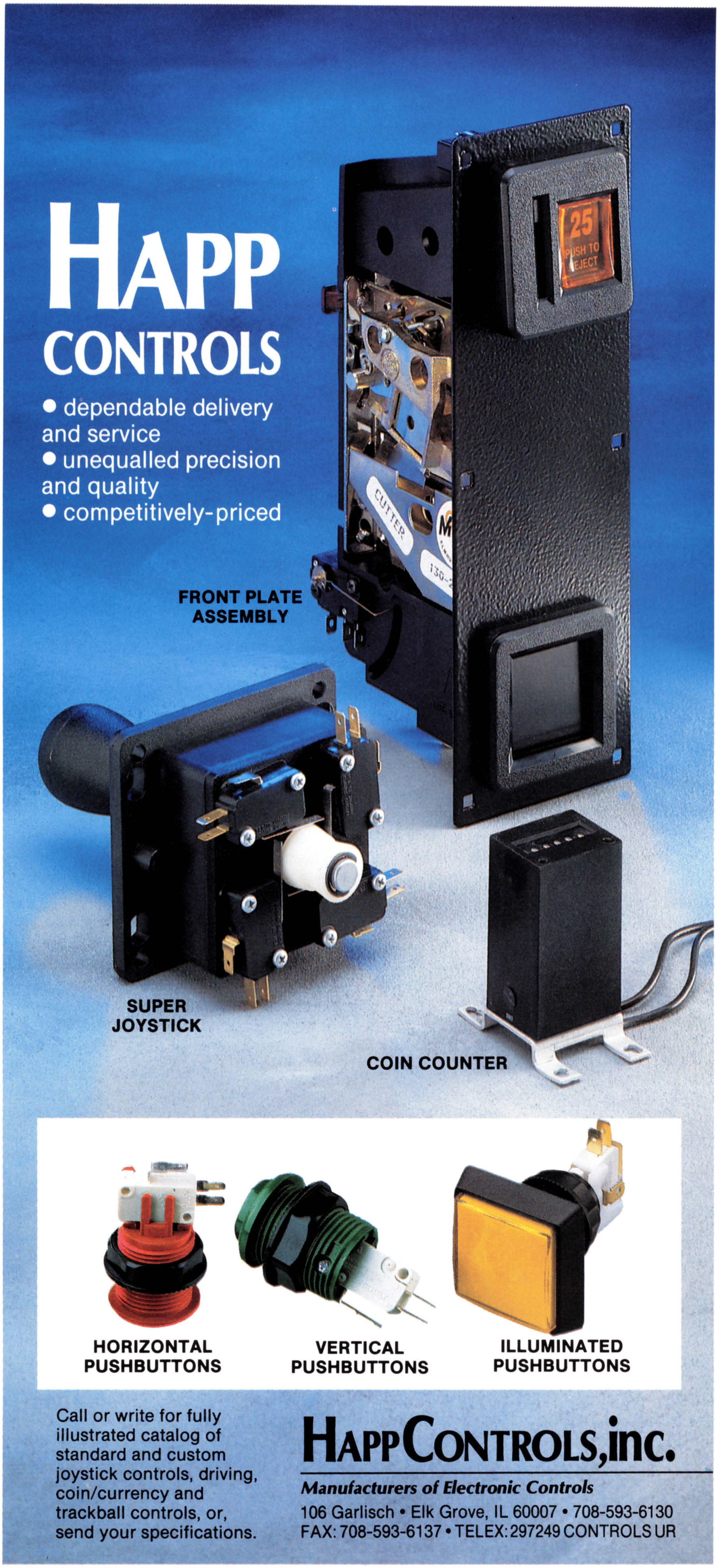
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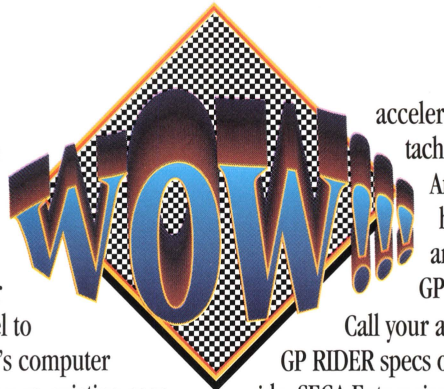

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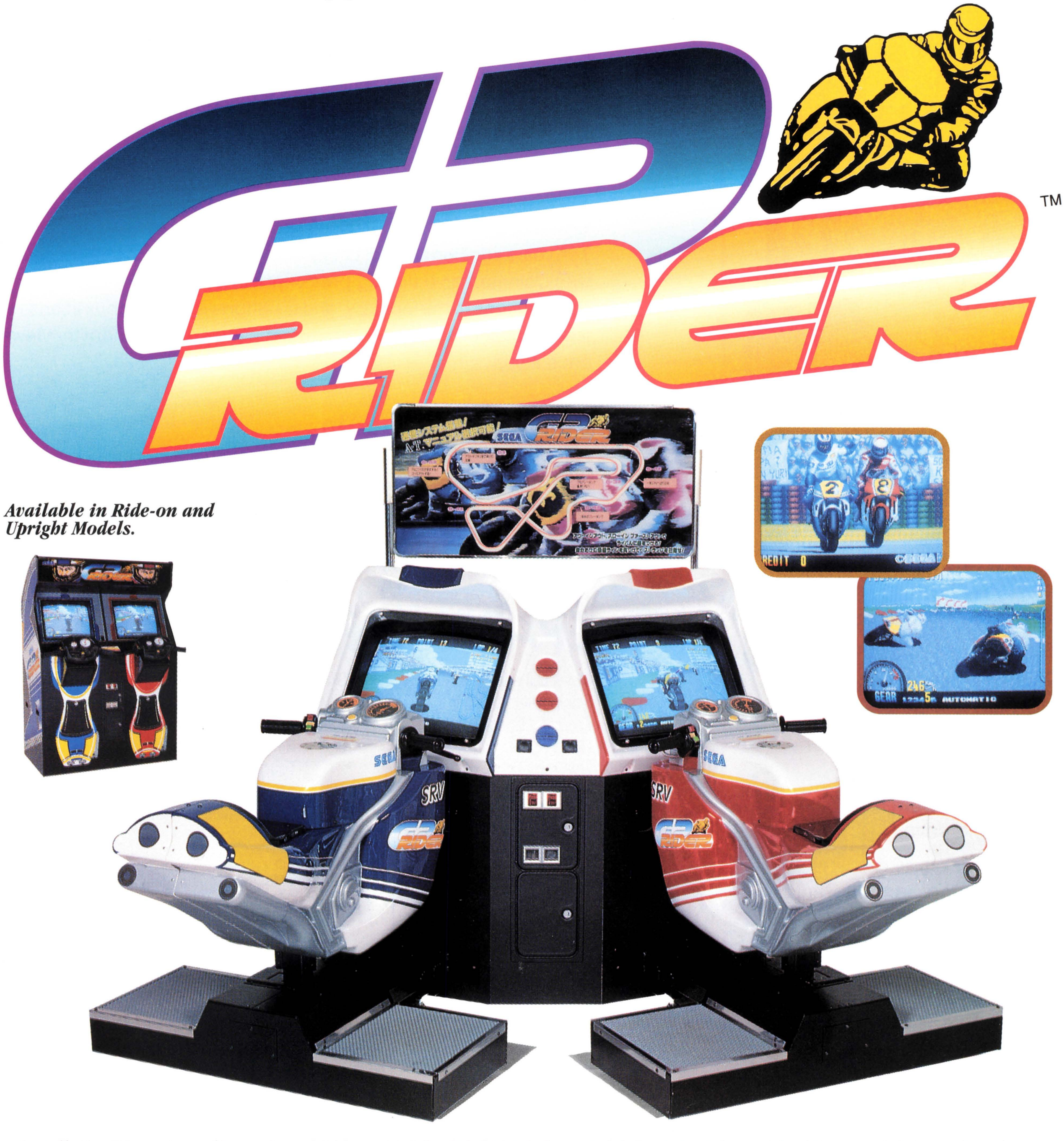

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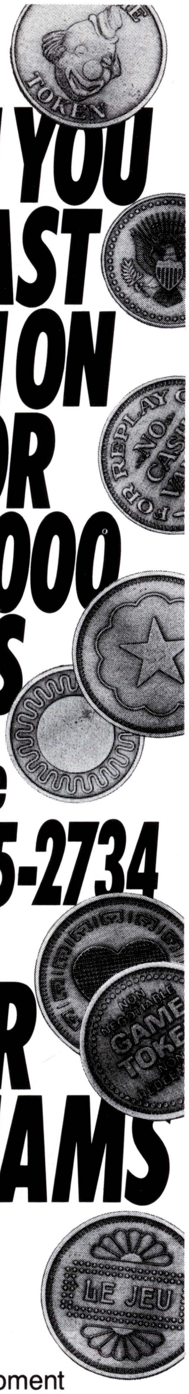

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### Year in Review 36

It's been a rocky year, a year of "transition." At least that's the word on the lips of many industry members. Trace coin-op's significant happenings in video gaming, jukebox licensing, redemption, video decline, pinball promotion, and the issue that can't be put to rest — parallels.

### Coinman: Bob Nims 45

Ten years ago Bob Nims of Lucky Coin Machine Co./AMA Distributors was Coinman as outgoing president of AMOA. Bob's outstanding contributions to the industry, and his efforts in the jukebox licensing fee negotiations this year, prompted us to seek his industry views once again.

### AMOA Expo Wrap-Up 56

Our whopping 74-page coverage of this annual event includes equipment descriptions and exhibit floor photos, along with social events, Half Century Club, and seminars. Attendance figures passed the 7,000 mark; members gave New Orleans "thumbs up" as a host city with exceptional food and entertainment.

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## COVER

Jaleco, USA staffers have good reason to "put on a happy face." Who wouldn't be joyful with a hit like *Cisco Heat?* From left: Howard Rubin, Darlene Lamz, Masao Ohata, Larry Berke, and Jim Prokop.

# Pub Time
# II PLUS 2

**SECOND WAY TO PLAY!**

2nd GENERATION
**Scorpion**™
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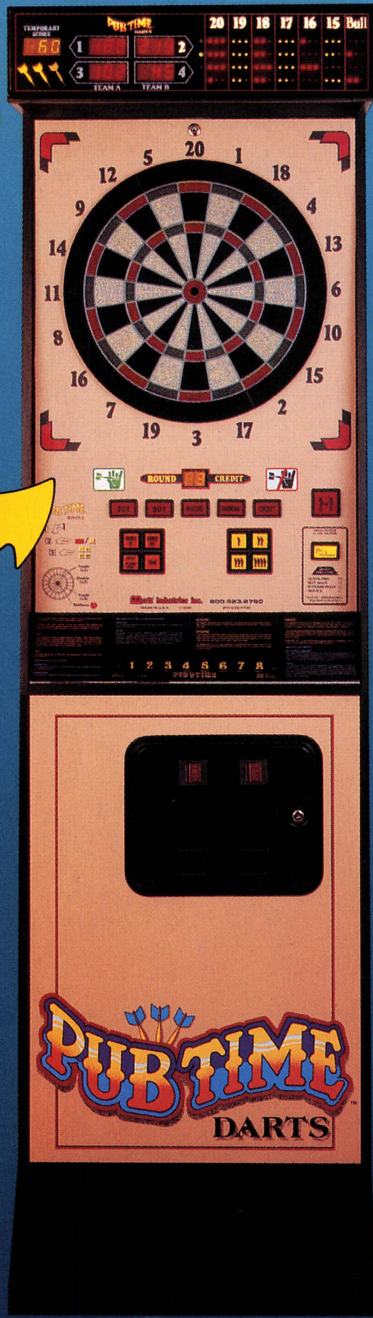
- Larger Center Bull
- Soft-Touch Feel
- No Stuck Tips!


TEMPORARY SCORE
PUB TIME
20 19 18 17 16 15 Bull
TEAM A
TEAM B
ROUND
CREDIT
1 2 3 4 5 6 7 8
PUB TIME
DARTS

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# EQUIPMENT POLL

Buying the right game can be a "make-or-break" proposition for the operator. This chart is based on operator evaluations and is designed to provide information needed to make prudent game purchases. The longevity points indicate a game's staying power.

## VIDEO & PINBALL COMBINED

| | GAME | MONTHS ON CHART |
|---|---|---|
| 1. | Race Drivin' (*Atari*) | 2 |
| 2. | Simpsons (*Data East*) | 1 |
| 3. | Four Trax (*Atari*) | 9 |
| 4. | Hard Drivin' (*Atari*) | 20 |
| 5. | TMNT (*Konami*) | 12 |
| 6. | Pit-Fighter (*Atari*) | 2 |
| 7. | Ataxx (*Leland*) | 1 |
| 8. | Galaxy Force (*Sega*) | 3 |
| 9. | Final Fight (*Capcom*) | 10 |
| 10. | Dr. Dude (*Bally/Midway*) | 1 |
| 11. | Final Lap (*Atari*) | 19 |
| 12. | Rai Den (*Fabtek*) | 4 |
| 13. | Riverboat Gambler (*Williams*) | 2 |
| 14. | Elvira (*Bally/Midway*) | 13 |
| 15. | Phantom of Opera (*Data East*) | 8 |
| 16. | G-Loc (*Sega*) | 5 |
| 17. | Diner (*Williams*) | 2 |
| 18. | Cyberball (*Atari*) | 10 |
| 19. | Magic Sword (*Capcom*) | 2 |
| 20. | Hit the Ice (*Williams*) | 1 |
| 21. | Earthshaker (*Williams*) | 20 |
| 22. | Cyberball 2072 (*Atari*) | 13 |
| 23. | Whirlwind (*Williams*) | 10 |
| 24. | Turbo Out Run (*Sega*) | 19 |
| 25. | Cyclone (*Williams*) | 20 |

## SHOW PICKS (in alphabetical order)

### NEW VIDEO DEDICATED

**(A—Great, B—Fair, C—Needs Work)**

| | | |
|---|---|---|
| 1. | Brute Force (*Leland*) | B |
| 2. | Cisco Heat (*Jaleco*) | B |
| 3. | Edward Randy (*Data East*) | C |
| 4. | Final Lap II (*Atari*) | A |
| 5. | G.P. Rider (*Sega*) | B |
| 6. | Ghosthunters (*Sega*) | B |
| 7. | Over Drive (*Konami*) | B |
| 8. | Space Gun (*Taito*) | B |

### NEW VIDEO KITS

| | | |
|---|---|---|
| 1. | Birdie Try (*I-VICS*) | B |
| 2. | Blood Bros. (*Fabtek*) | B |
| 3. | Carrier Airwing (*Capcom*) | B |
| 4. | Cyberlip (*SNK*) | C |
| 5. | Double Dragon 3 (*Am. Technos*) | B |
| 6. | Dragon Saber (*Namco*) | C |
| 7. | Hammerin' Harry (*Irem*) | B |
| 8. | Hot Shot Tennis (*Strata*) | B |
| 9. | King of the Monsters (*SNK*) | B |
| 10. | League Bowling (*SNK*) | B |
| 11. | Pound for Pound (*Irem*) | C |
| 12. | Punk Shot (*Konami*) | A |
| 13. | Pushman (*Am. Sammy*) | B |
| 14. | Puzzled (*SNK*) | B |
| 15. | Shuuz (*Atari*) | B |
| 16. | Strata Bowling (*Strata*) | B |
| 17. | Super Pinball Action (*Tecmo*) | C |
| 18. | Super Spy (*SNK*) | B |
| 19. | Super Burgertime (*Data East*) | C |
| 20. | Twin Kaiser (*Tecmo*) | B |
| 21. | Out Zone (*Romstar*) | B |

## REDEMPTION

| | | POINT VALUE |
|---|---|---|
| **ALLEY BOWLERS** | | |
| 1. | Skee-Ball (*Skee Ball*) | 8.67 |
| **BASKETBALL** | | |
| 1. | Hoop Shot! (*Doyle*) | 7.91 |
| 2. | Shoot To Win (*Smart*) | 7.00 |
| **JR. BASKETBALL** | | |
| 1. | Dribbles (*Betson/Doyle*) | 8.67 |
| **ROLL DOWN** | | |
| 1. | Roll Down (*Bay Tek*) | 5.80 |

| | NOVELTY/REDEMPTION | POINT VALUE |
|---|---|---|
| 1. | Pop A-Ball (*SMS/Coastal*) | 9.50 |
| 2. | Rock-N-Bowl (*Bromley*) | 8.86 |
| 3. | Bozo Grand Prize (*Yankee*) | 8.50 |
| 4. | Knock Down (*Meltec*) | 8.00 |
| 5. | Wacky Gator (*Data East*) | 7.40 |
| 6. | Big Mouth (*Meltec*) | 7.20 |
| 7. | TMNT Pizza Drop (*Capcom*) | 7.13 |
| 8. | Whac-A-Mole (*Bob's/Racers*) | 5.00 |
| 9. | Bowler Roller (*Bob's/Racers*) | 3.71 |
| 10. | Roosta Shoota (*Coastal*) | 3.40 |

# EQUIPMENT POLL

## VIDEO KITS

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Ataxx (*Leland*) | 8.43 | 44 |
| 2. | Final Fight (*Capcom*) | 8.27 | 483 |
| 3. | Rai Den (*Fabtek*) | 8.17 | 131 |
| 4. | Magic Sword (*Capcom*) | 7.67 | 71 |
| 5. | Cyberball 2072 (*Atari*) | 7.62 | 372 |
| 6. | Turbo Out Run (*Sega*) | 7.55 | 658 |
| 7. | Track-Pak (*Leland*) | 7.53 | 190 |
| 8. | WWF Super Stars (*Am. Technos*) | 7.37 | 665 |
| 9. | Smash TV (*Williams*) | 7.11 | 213 |
| 10. | Baseball Stars (*SNK*) | 7.10 | 58 |
| 11. | All American Football (*Leland*) | 7.08 | 315 |
| 12. | Tetris (*Atari*) | 7.00 | 243 |
| 13. | Tecmo World Cup '90 (*Tecmo*) | 6.83 | 13 |
| 14. | RoadBlasters (*Atari*) | 6.81 | 199 |
| 15. | Golden Axe (*Sega*) | 6.79 | 572 |
| 16. | Champion Wrestler (*Taito*) | 6.75 | 10 |
| 17. | Aliens (*Konami*) | 6.68 | 152 |
| 18. | Combatribes (*Am. Technos*) | 6.67 | 106 |
| 19. | Arch Rivals (*Bally/Midway*) | 6.58 | 407 |
| 20. | Gate of Doom (*Data East*) | 6.57 | * |
| 21. | Hydra (*Atari*) | 6.55 | 65 |
| 22. | M.V.P. (*Sega*) | 6.47 | 158 |
| 23. | Championship Sprint (*Atari*) | 6.44 | 55 |
| 24. | Violent Fight (*Taito*) | 6.40 | 37 |
| 25. | Magician Lord (*SNK*) | 6.27 | 10 |
| 26. | Cadash (*Taito*) | 6.22 | 59 |
| 27. | Capcom Bowling (*Capcom*) | 6.21 | 150 |
| 28. | Snow Bros. (*Romstar*) | 6.20 | 3 |
| 29. | Meta Fox (*I-VICS*) | 6.17 | * |
| 30. | Cal. 50 (*Romstar*) | 6.00 | * |
| 31. | Thunderjaws (*Atari*) | 6.00 | 12 |
| 32. | Crime City (*Taito*) | 5.88 | 39 |
| 33. | Dr. Mario (*Nintendo*) | 5.83 | * |
| 34. | Air Buster (*Sharp Image*) | 5.83 | * |
| 35. | Lightning Fighters (*Konami*) | 5.80 | * |

## VIDEO DEDICATED

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Race Drivin' (*Atari*) | 9.67 | 99 |
| 2. | Four Trax (*Atari*) | 8.80 | 348 |
| 3. | Hard Drivin' (*Atari*) | 8.64 | 962 |
| 4. | TMNT (*Konami*) | 8.53 | 581 |
| 5. | Pit-Fighter (*Atari*) | 8.45 | 95 |
| 6. | Galaxy Force (*Sega*) | 8.40 | 124 |
| 7. | Final Lap (*Atari*) | 8.24 | 717 |
| 8. | G-Loc (*Sega*) | 8.00 | 213 |
| 9. | Cyberball (*Atari*) | 7.73 | 198 |
| 10. | Hit the Ice (*Williams*) | 7.67 | 31 |
| 11. | Out Run (*Sega*) | 7.53 | 599 |
| 12. | Team Quarterback (*Leland*) | 7.48 | 387 |
| 13. | Line of Fire (*Sega*) | 7.33 | 105 |
| 14. | Oper. Thunderbolt (*Taito*) | 7.21 | 601 |
| 15. | Super Off Road (*Leland*) | 7.20 | 508 |

## PINBALLS

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | The Simpsons (*Data East*) | 9.63 | 49 |
| 2. | Dr. Dude (*Bally/Midway*) | 8.25 | 41 |
| 3. | Riverboat Gambler (*Williams*) | 8.14 | 71 |
| 4. | Elvira (*Bally/Midway*) | 8.12 | 535 |
| 5. | Phantom of the Opera (*Data East*) | 8.07 | 291 |
| 6. | Diner (*Williams*) | 7.74 | 72 |
| 7. | Earthshaker (*Williams*) | 7.65 | 863 |
| 8. | Whirlwind (*Williams*) | 7.59 | 430 |
| 9. | Cyclone (*Williams*) | 7.54 | 717 |
| 10. | Radical (*Bally/Midway*) | 7.44 | 22 |
| 11. | Back to the Future (*Data East*) | 7.20 | 34 |
| 12. | Bally Game Show (*Bally/Midway*) | 7.08 | 143 |
| 13. | Rollergames (*Williams*) | 7.06 | 166 |
| 14. | Police Force (*Williams*) | 6.96 | 500 |
| 15. | Taxi (*Williams*) | 6.92 | 506 |

* New or reappearing games; look for longevity points next month.

## FROM THE EDITOR

# A fragment of thoughts

I've had several days to wind down after the AMOA show and a few thoughts have crossed my mind. I usually like to connect my ideas in my editorial, but I won't even try this time. This is just a collection of observations on various things about the show, the industry, and whatever else I might think of.

First, I would like to give a little credit, where a lot of credit is due, to Sam Atchley. If you're not sure of the name, he is the one who is responsible for the AMOA banquet and stage show. I can remember when the AMOA banquet was a ''regular'' so-so dinner and perhaps some—yawn—entertainment. Now it is an event; one written up in newspapers across the country. I enjoyed it a lot this year and felt that I wanted to thank the man responsible. Thanks, Sam, for making it such a stunning event. The only thing is, you are certainly a tough act to follow for yourself!

The Convention Center is really a beautiful facility to have a show. It's a left-over from the World's Fair held in 1984. However, because there is no hotel attached to it, everyone was scattered far and wide throughout the city. I missed sitting at the bar after the show, talking to everyone passing through. It made me realize that the show is so much more than just visiting booths and seeing products. It's the people and what they have to say that lets you assess the industry. I came back to the office thinking about all my friends that I didn't get a chance to talk to. I don't like this at all. I hope future shows will be closer to the host hotel.

The Half Century Club held a luncheon to honor the late Jack Gordon. I felt tears stinging my eyes as Eddie Adlum, Al Rodstein, Ed Blankenbeckler, and others shared their own personal stories about him. I thought then and there that I don't want anyone from this industry to pass away without being given the chance to share his experiences with the industry. That's why I am doing the Half Century Club Interviews. Those that have been the subject of the interview have given us newcomers an insight into our industry that no one else can provide. You'll be seeing more of them.

There was tension in the air between AMOA and AAMA concerning legislation to legalize the use of parallel boards. On the last day of the show, word came down that the law was passed. They said it was ''in favor'' of AMOA because it was spearheading the efforts to have it passed. Unfortunately, I think that there might be some serious repercussions that could adversely affect the industry.

While I can see AMOA's point of view about declaring this a victory, I want to strongly suggest that AMOA follow up their efforts with some educational information for operators concerning parallels and copies. Parallels are one thing; copies are another. Back in AAMA's enforcement days, on an average of 50 boards picked up, just three would be parallels—the others blatant copies.

I'm afraid that if operators get complacent about using copied boards, this industry will suffer greatly. I never did think that parallels were as prevalent as some thought. Now they will be legal. OK, but for heaven's sake, don't start trying to step beyond the bounds and use copied boards. If you don't know one from the other, ask someone who knows or don't use it. It's just not worth it.

One last thought before ending this narrative: I hear so many times from operators that they wish they would see some certain article in the magazine. Or they will compliment us on something we had. LET US KNOW! We are here to keep you informed of what's going on, but we can't help you if you don't help us. We are gearing up for our annual State of the Industry Report and I want to thank those considerate operators in advance for filling out the survey. We can't do such an issue without your help. In fact, we wouldn't have an industry without operators who care to make the industry the best it can be. Keep up the good work. ☐

Valerie Cognevich

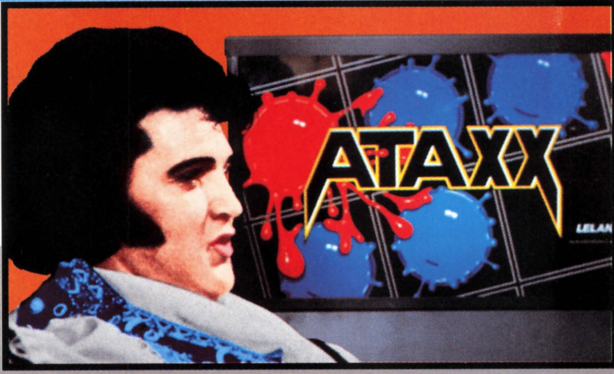
**Valerie Cognevich**
**Editor**

# ELVIS FOUND! Operating A Video Arcade In Dayton, Ohio

WEEKLY STAR

# INQUIRER

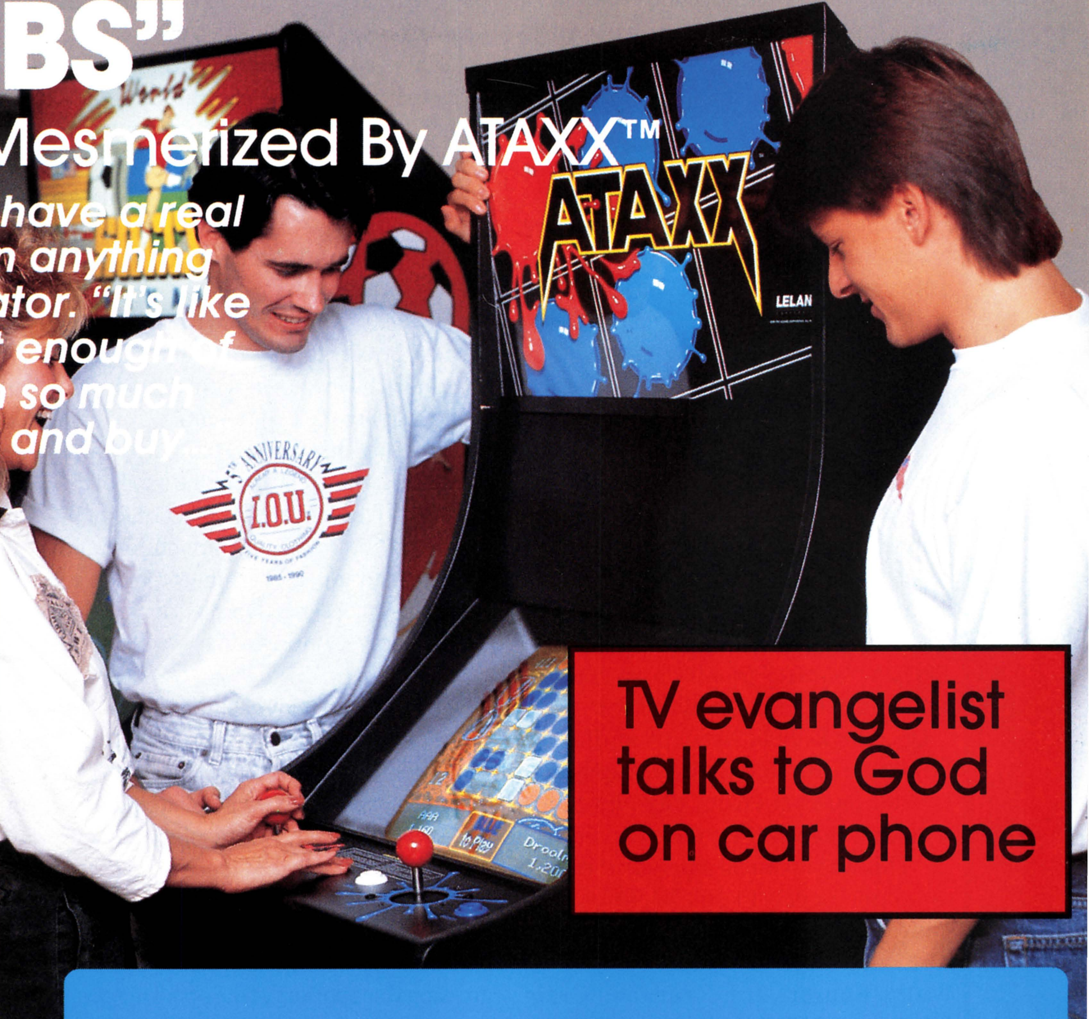
The Leland Corporation 1841 Friendship Dr. El Cajon, CA 92020 (619) 562-7000



# AMERICANS HELD CAPTIVE BY "GLOBS"

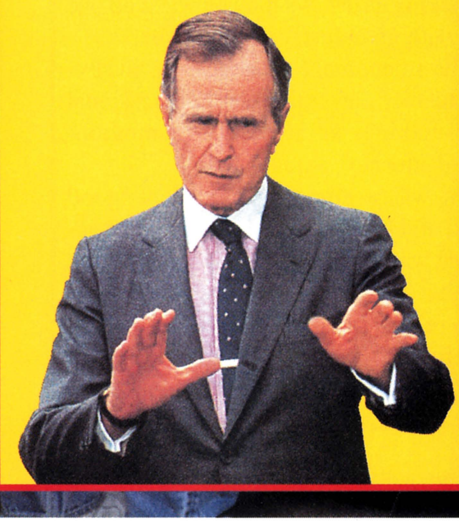
## Game Players Mesmerized By ATAXX™

*"Those folks at Leland have a real winner. I've never seen anything like it," said one operator. "It's like they can't seem to get enough of the game. It's pulled in so much money I had to go out and buy...*
*(cont'd on page 3)*



## PRESIDENT'S ADVICE:

*"Read My Lips . . . Know New ATAXX™"*



## TV evangelist talks to God on car phone

## Identical Twins Separated At Birth Meet Again . . . After 53 Years

# Congress passes new parallel board law

Just when video game operators thought it was unsafe to operate parallel boards, the 101st Congress amended the Copyright Act of 1990, making parallels legal to publicly perform. This action occurred on Oct. 27, the day before Congress went into recess—and, ironically, on the last day of AMOA Expo '90.

This "Red Baron amendment" overturns the 1989 decision of the U.S. 4th Circuit Court of Appeals (*Red Baron-Franklin Park v. Taito*), which held that operators could import, buy, and sell genuine parallel PC boards—but they couldn't publicly perform (operate) them on location.

The amendment says that if an operator buys a video game PC board, it is not a copyright infringement for him to operate the board on location. He does not need permission from the copyright owner who manufactured the board.

A "sunrise" provision accompanying the amendment stipulates that the new law does not go into effect until November 1991. A "sunset" provision says the law will remain in effect until October 1995.

Operator Bill Beckham, plaintiff in the *Red Baron* case and unofficial flag-bearer for the parallel issue, says he alone shouldn't get credit for the outcome.

"This was by no means something accomplished solely by Bill Beckham," he said. "The continued efforts of many AMOA members, including Bob Wilbur, Wally Bohrer, Jim Trucano, Craig Johnson, and Fred Collins led to this victory. My attorney, Richard Stern, was also instrumental.

"I think—and hope—that the practical effect of this new law won't be a sudden flood of parallel boards. Rather, I believe it will lead to more quality kits being made available to U.S. operators. All things being equal, I think all operators would rather have a good kit than a parallel board any time."

Beckham continued to stress that parallels are not the same thing as counterfeits.

"This law applies only to genuine equipment coming from the copyright owner," he said. "It is not an excuse for counterfeits. They are a plague in our industry."

Said Bohrer, "This is a good compromise for both sides. Frankly, the manufacturers have been shooting themselves in the foot with the video games they've brought to the market. Operators have shown their disapproval by not buying the equipment.

"I suggest that the best thing we can do is put the issue behind us for the good of the industry. The worst thing that could happen would be for the manufacturers and operators to go to Washington again to fight for our respective positions. This would show Congress that we're not a united industry."

Trucano, the newly elected AMOA president from Collins Music Co. in North Charleston, S.C., had this to say: "The parallel issue that has divided our industry for so long has, at last, a resolution. Congress...has ended the controversy surrounding parallel imports, at least for now.

"The change in copyright law to allow parallels was a compromise between congressional supporters of the opposing positions of AMOA and AAMA. This amendment is effective one year after enactment and will terminate Oct. 1, 1995. These provisions were agreed upon by leaders of the Senate and House Judiciary Committees as a compromise to put the issue finally to rest.

"Both AMOA and AAMA felt their members' financial interests were at risk. AAMA felt that to continue to fund R&D in the coin-op market, it needed the protection provided by the U.S. copyright law. AMOA contended that American operators should have equal access to product available elsewhere in the world. What is important for all of us to realize is that we are all in the same industry, dependent upon each other to survive.

"AAMA should remind its members that without the operator, they will not have a coin-op market. AMOA members need to realize that without new games to place on location, the already dismal video revenues will slide even further. Operators also need to remember that this legislative action does nothing to change the illegality of counterfeits. They hurt legitimate video game operators as much as they do the manufacturers and distributors.

"I advocate taking the same level of energy we expended fighting each other on the parallel issue and redirecting it toward an issue beneficial to both—like working to keep cigarette vendors in business or advocating enabling video lottery legislation. Neither AMOA nor AAMA have enough resources to put the other out of business, but there are those who would advocate trying to do just that. I fear if they succeed in making us try, we may all wake up one day with no industry to fight over."

The amendment's passage was the byproduct of eleventh-hour congressional deal-making, as Stern, a Washington-based attorney, explains.

"It was a mixture of accident, good luck, and hard work," he said. "The accident was that Congress was considering another bill to amend the copyright law to stop rentals of computer programs. Our bill fit onto that like an ornament on a Christmas tree.

''Just when the AMOA show started, the Senate cancelled the Red Baron amendment and sent the software rental bill back to the House. When the senators who wanted software rental asked the House people what they were going to do, they said they weren't going to do anything—the senators could just forget the whole package if they didn't want the amendment helping operators.

''Finally, the senators agreed with the representatives that the senators would put the software rental bill, along with the Red Baron amendment and a whole bunch of other things, into a bill creating 80 new federal judges! The judges would be added to cope with drug dealers and similar problems. It was a veto-proof bill; there was no question it would pass.''

Bob Fay, AAMA executive vice president, had this to say: ''AAMA has been opposed to this gray market legislation for three reasons. First, it opens the door for counterfeiting. That's a fact; I don't care what anyone else says. Second, parallels siphon off R&D dollars. And third, their sale hurts authorized distributors.

''I don't know why operators want parallels so badly. They carry no warranty, and the price difference between legitimate kit games and parallel kits is only $100 or $200.''

Fay added that the AAMA board will ''almost certainly meet to review the options that may be available in the weeks ahead.''

Said Gil Pollock, AAMA president, ''AAMA opposed this legislation. We disagree with the action taken by Congress, since our membership was never afforded the opportunity to testify at a public hearing involving the legislation. Our members are sensitive to the concerns of operators who want to purchase games at reasonable prices.

''In 1989, 96 of 116 games were introduced in kit form, and that trend has continued into 1990. We agree with AMOA that the controversy between our organizations, and between suppliers and operators, is hurting the entire video game industry. The most important thing now is to put this behind us and work for the good of the industry, including industry promotion and such joint activities as congressional passage of legislation to create a new dollar coin.''

Frank Ballouz, speaking on behalf of his position as president of Fabtek/Irem, says he takes his hat off to AMOA for ''one hell of a lobbying job,'' but ....

''I don't like the manner in which they were able to get the legislation passed,'' Ballouz said. ''The congressional subcommittee that Bill Beckham testified before (Judiciary Subcommittee on Intellectual Property) didn't hear our side of the story, and the information they got wasn't 100 percent true. Some misstatements were definitely made. For example, most of the games that came out this year were kits, but Congress never heard that.

''Also, what bothers me isn't parallels in and of themselves. It's the co-mingling of parallels with copied boards. That worries me; I'm afraid this legislation may lead to a bigger problem with counterfeit games.''

AMOA's argument that it simply wants fairness in the world market doesn't hold water, Ballouz believes.

''Let me draw an analogy,'' he said. ''We in the United States pay less for a gallon of gasoline than the Europeans and Japanese. Are the oil companies, then, going to raise our prices to $4 a gallon or $5 a gallon, to ensure a fair world market? Of course not! Operators want to pay the same price for PC boards as other countries, but it doesn't work that way. That's being shortsighted; it shows a lack of understanding of the coin-op world market.''

Ballouz fears that if the law stays in effect until October 1995, it could prove disastrous for the industry.

''We've got a great industry; there's no reason that both sides can't work together and coexist,'' he said. ''But I'm afraid these four years could have an extremely detrimental effect upon the industry. Operators have already cut back on buying new games. If they maintain this pattern, then buy even less while waiting for parallels, we as manufacturers may have to consider serious cutbacks on our R&D budgets. With an already weak economy, the combination could be fatal.''

# Trucano takes over AMOA presidency

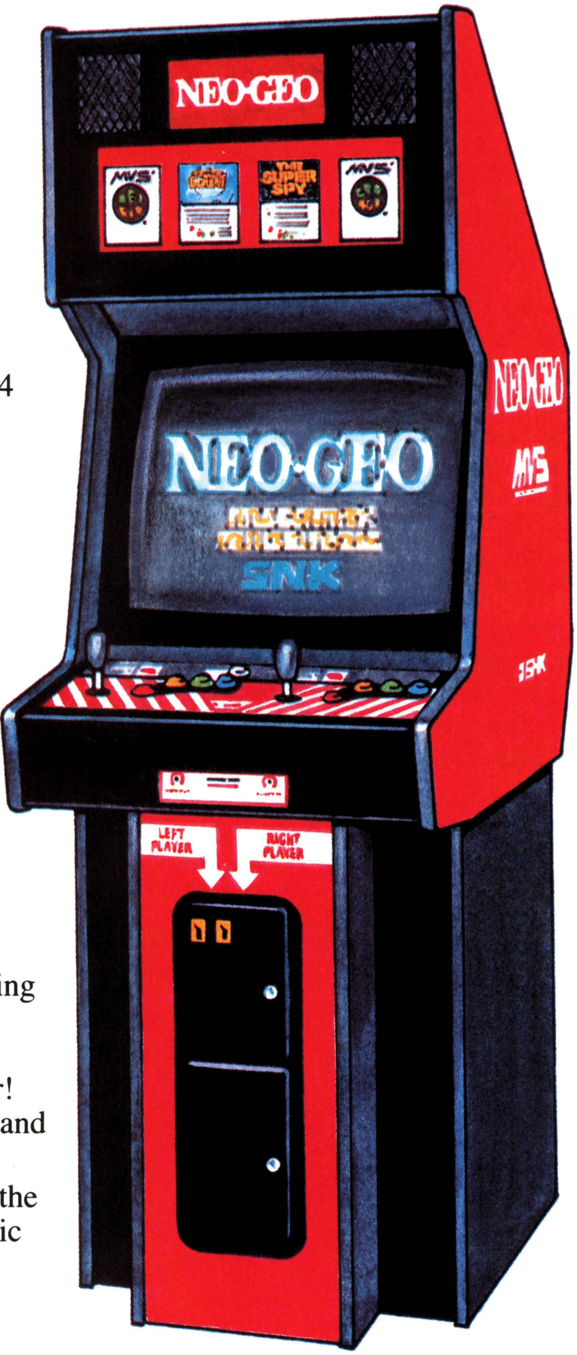
Speaking of Trucano, he officially began his year as AMOA president at AMOA Expo '90, held Oct. 25-27 in New Orleans. During the past year, he served as first vice president and chairman of AMOA's Expo Planning Committee.

Other officers taking office for 1990-91 were: Gene Urso of Madison Coin Machine Co. in Monona, Wis., first vice president; Craig Johnson of TATAKA in Salt Lake City, Utah, treasurer; R.A. Green III of Rosemary Coin Machines of Myrtle Beach, S.C., secretary.

Also taking office were three AMOA vice presidents, each elected to three-year terms: Jerry Derrick of Derrick Music Co. in Charleston, W. Va.; Don Hesch of A.H. Entertainers in Rolling Meadows, Ill.; and Jim Stansfield of Jim Stansfield Vending in LaCrosse, Wis.

The 10 new directors elected to the board for three-year terms were: Doug Gapter of Gapter Amusement in Cheyenne, Wyo.; Sharon Harris of Stan Harris & Co. in Philadelphia; Ross Furman of Skillful Vending in Portland, Maine; Jim Franz of H.A. Franz & Co. in Houston; Ed Tolisano of West Coast Music in Treasure Island, Fla.; Ray Bynum of Bunky the Juke Box Man in Jacksonville, N.C.; Ray Shroyer of Metro/Canale Amusement in Streator, Ill.; John Newberry of Venco Amusement in Bland, Va.; Jim Reed of Patton Vending in Modesto, Calif.; and Doug Minter of Tip Top Amusement Co. in Carson City, Nev.

# This Fall Everything Turns To Gold With Neo·Geo


NEO·GEO
MVS
THE SUPER SPY
MVS
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SNK
NEO·GEO
MVS
SNK
LEFT PLAYER
RIGHT PLAYER

SNK's Fall Promotion is more exciting than ever! With every purchase of a NEO·GEO MVS-4 cabinet, we will include at NO CHARGE two great earning games, NINJA COMBAT™ and THE SUPER SPY™.

THE SUPER SPY
NINJA COMBAT
FREE

NINJA COMBAT CONTROLS

JOYSTICK : MOVE HERO
A BUTTON: ATTACK/NINJA MAGIC
B BUTTON: JUMP
C BUTTON: SPECIAL MOVE
D BUTTON: NOT USED

Ninja Combat is a 2 player fighting game. Pick up weapons, throw punches, kick the enemy, even change into a different character! Non-stop action, great graphics and real voice!

The Super Spy allows you to be the hero. 3-D action provides realistic game play while you go through a 16 story building trying to destroy the terrorists that are building a new "super" bomb.

In addition, SNK is also including 3 NEO·GEO Memory Cards with every purchase of a MVS-4 cabinet.

SNK
NEO·GEO
MEMORY CARD
FREE

The memory card provides players with the ability to save their game play on any NEO·GEO game. Players can save and store up to 27 different game titles (when *available*). For more information on the NEO·GEO fall promotion, contact your authorized SNK distributor, or call SNK at (408) 736-8844.

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SNK

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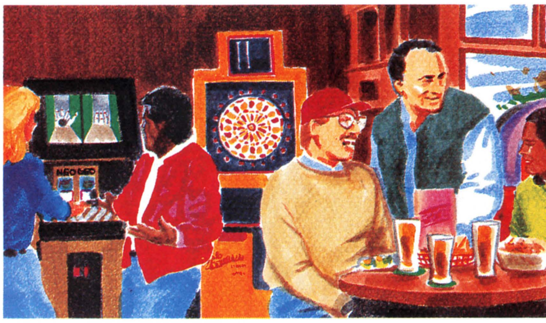
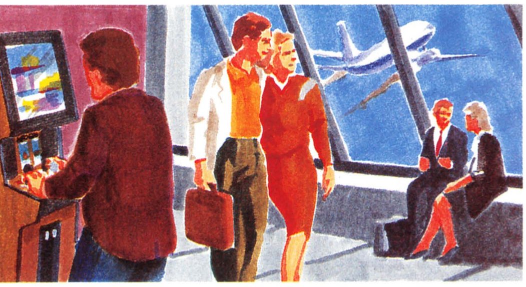
# The MVS-2 Performs Well Under The Following Conditions



TAVERNS



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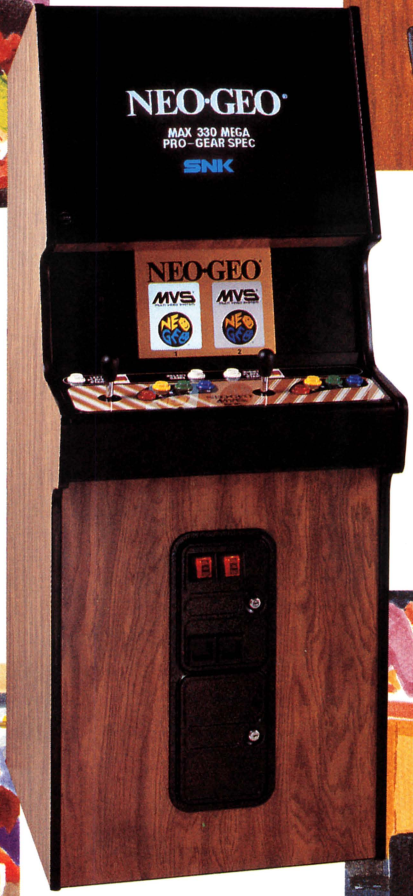
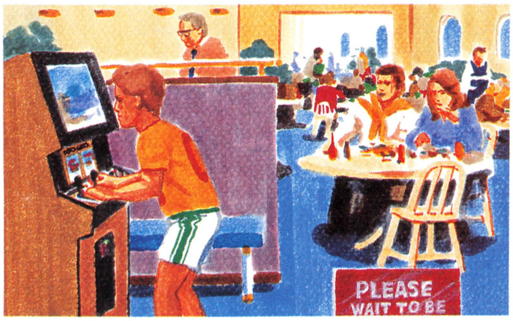
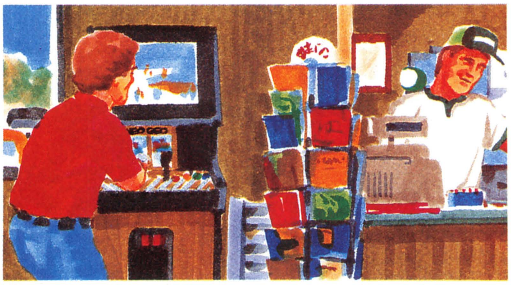
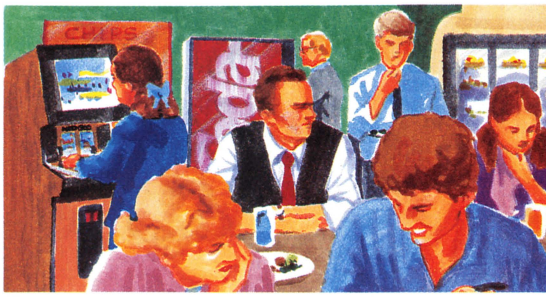




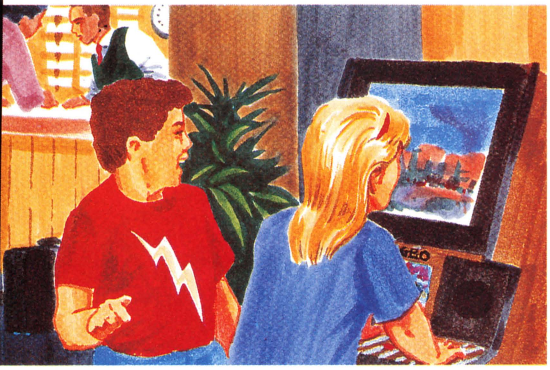
RESTAURANTS



CONVENIENCE STORES



CAFETERIAS



LOBBIES

SNK's NEO•GEO MVS-2 shares the same great state-of-the-art capabilities as its older brothers, the MVS-4 and the MVS-6, with its superb game graphics and in-depth operator bookkeeping features.

Best of all, the NEO•GEO MVS-2 holds up to 2 great NEO•GEO games at a very affordable price!

With NEO•GEO's great software line-up, you can combine sports games with action, strategy or adventure games to maximize location income.

NEO•GEO games currently available are: Nam-1975, Baseball Stars Professional, Top Player's Golf, Magician Lord, Ninja Combat, Riding Hero, The Super Spy, Cyber-Lip, Puzzled, League Bowling, and Blue's Journey.

SPECIFICATIONS: Height – 63.9", Width – 25.5", Depth – 29.5".

See your authorized SNK Distributor or contact SNK Corporation of America, 246 Sobrante Way, Sunnyvale, California 94086. (408) 736-8844.

SNK

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## Sega adds Chapman

Jim Chapman has joined the sales staff of Sega Enterprises USA, where he will act as a regional sales manager. He joins John Hill in overseeing domestic and Canadian sales of video games and simulators.

"We couldn't be more fortunate than to have Jim join us," said director of marketing Lenore Sayers. "He comes to us with many years of experience and a tremendous amount of respect from his customers and peers. Jim will be a great asset to us as we continue to expand our product base, both domestically and internationally."

Chapman worked for Taito America before coming to Sega.

## Dellacona named

Sheila Dellacona has been promoted to divisional vice president of Kilmartin Industries' Roger Williams Mint division, which focuses on the design and minting of coins and tokens. She has been sales manager of the division for the past 10 years.

Roger Williams Mint services industries, such as coin-op, that utilize coins and tokens for gaming or vending machines.

Sheila Dellacona

At Active's post-AMOA open house, (l-r): Dave Gilfor, Irv Spinak, Paul Russell, Tony Yula, and Nicki Arakelian.

## Mondial buys Active Amusement

New Jersey-based Mondial Distributing has signed an agreement to purchase the business assets of Active Amusement Distributors, located in Philadelphia. The deal is expected to be consummated early this month.

Mondial currently distributes coin-op equipment throughout New Jersey, New York, and Connecticut. It's principal office is in Springfield, N.J. The company is part of the Mondial group, with headquarters in Pelham Manor, N.Y.

Active's distribution activities cover New Jersey, Pennsylvania, and Delaware. It has a branch office in Pittsburgh to go along with the Philadelphia headquarters. David Gilfor and Paul Russell acquired Active from Frank Ash in 1984.

Tony Yula Jr., executive vice president of Mondial Distributing, announced that Nicki Arakelian, Active's current sales manager, will become general manager of the combined companies' operations in Philadelphia and Pittsburgh.

Active held its post-AMOA open house on Nov. 10. We'll have pictures in our January issue.

## Man charged in vending fraud

A New Orleans man accused of bilking some $11 million from would-be crane investors has been indicted by a federal grand jury. Steven Hansen was indicted on 18 counts of mail fraud and wire fraud, eight counts of money laundering, three counts of income tax evasion, two counts of lying to a grand jury, and one count of conspiracy.

The charges grew out of Hansen's use of several businesses, among them Investment Development Inc. and Amusement Vending Inc., to sell or lease cranes to investors in the United States and Canada. The total loss to the victims—estimated to number as many as 600—was nearly $11 million, prosecutors say. Investors allegedly lost between $10,000 and $100,000 each.

The indictment accuses Hansen of promising them that he would keep deposits on the machines until the end of a lease. Instead, it is alleged that Hansen converted the money for his own use to buy a mansion on St. Charles Avenue, cars, a boat, jewelry, and other items.

If convicted on all charges, Hansen could be sentenced to up to life in prison. He has previous convictions for racketeering, mail fraud, and perjury, according to U.S. Attorney John Volz.

We gave to the
Scholarship Fund

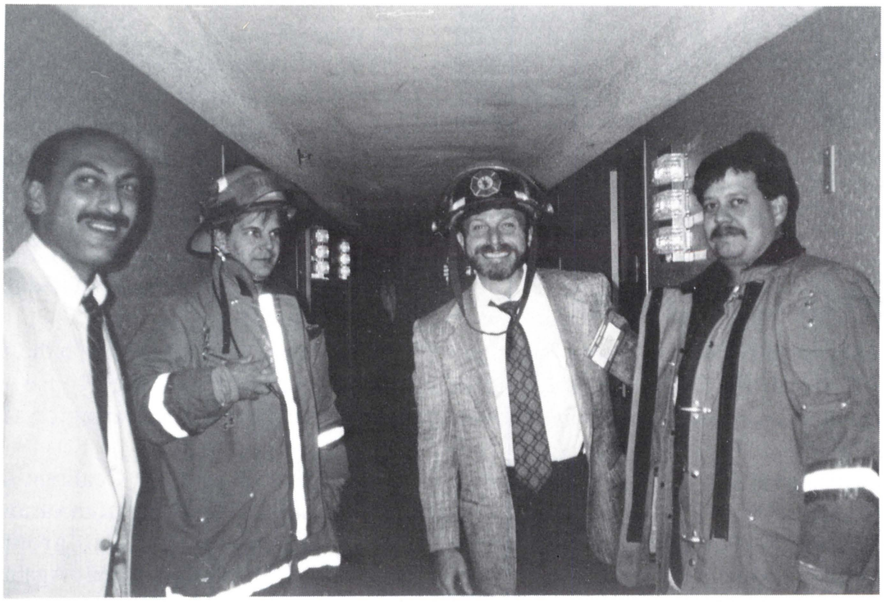
At Kramer's AMOA show booth, (l-r): Phil Cornick, Edward Kaba, and Mort Ansky.

## Ansky joins Kramer Manufacturing

Kramer Manufacturing has appointed industry veteran Mort Ansky to the position of vice president of sales and marketing. Ansky, who made his Kramer debut at the AMOA Expo, will head a new division at Kramer that's dedicated to video gaming and lottery products, as well as consumer products for the home market.

Said Ansky, who held a similar position at Merit Industries, "I'm looking forward to the challenge of taking Kramer in the direction of video lotteries and consumer products, both domestically and internationally."

"Mort brings over 10 years of industry experience to a reorganized Kramer Manufacturing, which now has an 180,000-square-foot production facility," said Phil Cornick, Kramer's executive vice president. "He will continue to service all of his customers on a personalized basis, reacting to their needs as he has done so well for many years."



As they say, "If you can't stand the heat, get out of the hospitality suite!" A smoke alarm went off at Merit's suite during the AMOA Expo, but a few firemen showed up just in case. State Sales' Steve Koenigsberg wasn't taking any chances.

## Data East offers free parts kit

Beginning with *The Simpsons*, Data East Pinball will include a free parts package with every game purchased. According to field service representatives Arnie Aarstad and Pete Gustafson, "These parts aren't your usual fuses and light bulbs but a wide variety of mechanical and electrical components. They aren't provided because we anticipate problems, but over a long period of time one or more of these parts may fail.

"It is always handy to have them right inside the game. It's hard to find a distributor open at 9 p.m. on a Friday night. The combined value of these parts, if they were purchased separately, would be about $50. Once again, Data East Pinball is trying to give you more for your money."

The special parts package is installed, sealed, and serial-numbered. It can be found on the inside of the cabinet.

## Cigarette battles in Michigan

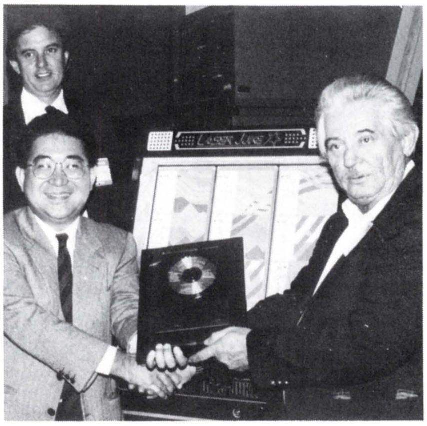
The Michigan Distributors and Vendors Association (MDVA) reports that many of its members are concerned about statewide bans on cigarette vending machines. Such ordinances are pending in Hazel Park, Milford, East Lansing, and Ann Arbor.

The association recently testified on the matter before the Ann Arbor City Council. Moving the machines to areas where minors are not allowed, or where they can be closely monitored, was supported by the MDVA. Unfortunately, the council voted to ban cigarette vending machines in all public places. It is the first total ban in the state.

The East Lansing City Council has referred its cigarette ordinance to the Human Relations Commission for further study. The association is working with the HRC to develop a workable ordinance.

The MDVA encourages those facing similar restrictions or prohibitions in their locales to call (517) 372-2323.

# New software plan from Pioneer



Pioneer's Ted Karasawa congratulates Lowell Jones of Advance Music Co., winner of a Pioneer *CD Laser Juke* jukebox. Jones had taken part in a Pioneer promotion that began last July and culminated at the AMOA Expo. Standing behind Karasawa is Jerry Stroud of Master Sales.

Pioneer Laser Entertainment has implemented a new annual software subscription plan for its *CD Laser Jukebox*, effective Jan. 1. The plan will be administered directly through PLE and will enable its jukebox operators to receive new disc updates each month—ensuring that their locations will maintain an inventory of the latest music.

According to Mary Carloss, software manager for PLE, the new plan will initially be offered to operators by their regional Pioneer distributors; they can arrange quarterly billing through PLE. Operators will automatically receive their new CD installments one week prior to the first of each month. PLE will bill each operator $20 per disc.

"Over the past six months, our distributors have said that their operators love Pioneer's compilation hits software program," Carloss said. "We feel that an annual subscription will provide operators with an even better flow of exclusive hits software, allowing their locations to stock Pioneer CD jukeboxes with a complete selection of music hits."

Since the introduction of its *CD Laser Juke* in March 1990, PLE has compiled and distributed 21 discs—15 contemporary, four evergreens, one C&W, and one Spanish. The company plans to distribute specialty discs on a quarterly basis.

In other news concerning Pioneer, Lowell Jones of Advance Music Co. in Dallas won a new PLE *CJ-V55 CD Laser Juke* jukebox at AMOA Expo '90 in New Orleans. It was the culmination of a promotion launched in July that spotlighted PLE's CD jukebox and special software.

The National Automatic Merchandising Association (NAMA) leaders for 1991, (l-r): president James Rost; vice chairman Lawrence Levine of Woburn Vending Co.; NAMA 1991 chairman of the board Stephen Stoltz of Polyvend Inc.; senior vice chairman David Clayton of Automatic Food Service; and secretary/treasurer Craig Estey of Automatic Vending Co. The four elected officers will serve one-year terms.

# Dollar coin gains support in Congress

Thanks to "extraordinary progress" in the campaign for a new $1 coin, the next session of Congress may vote to replace the $1 bill with a $1 coin and the $2 bill. That's what Jim Benfield of the Coin Coalition told the vending industry at NAMA's National Convention of Vending and Foodservice, held Oct. 11-13 in Orlando, Fla.

The proposed coin would have a golden color and smooth rim, making it easy to distinguish from a quarter by sight and feel. It would have the same dimensions as the infamous Susan B. Anthony $1 coin, allowing it to work in existing coin mechanisms for vending machines, transit systems, etc.

A study by the Government Accounting Office (GAO) this year concluded that replacing the $1 bill with a $1 coin would save the government an average of $318 million a year over 30 years. In addition to the GAO study, Benfield noted these other encouraging developments:

- Nearly one-third of the current 101st Congress is already committed to supporting the coin. In the House, 133 of 435 voting representatives have signed-on as official co-sponsors of the $1 coin legislation, the Coinage Reform Act. The Senate's version has 31 co-sponsors out of a possible 100.
- The media has exhibited great support for the $1 coin. Benfield cited favorable editorials in such newspapers as the *Wall Street Journal*, the *New York Times*, the *San Francisco Chronicle*, and 40 other newspapers. He also showed a piece by Andy Rooney that appeared on CBS-TV's "Sunday Morning," which extolled the $1 coin's virtues.
- The Senate held a hearing on the $1 coin legislation, and the House of Representatives held a hearing on the GAO study.
- Members of the Coin Coalition include not only associations from various coin-op industries, but also groups representing the blind, Citizens Against Government Waste, the National Association of Convenience Stores, the American Public Transit Association, and others.

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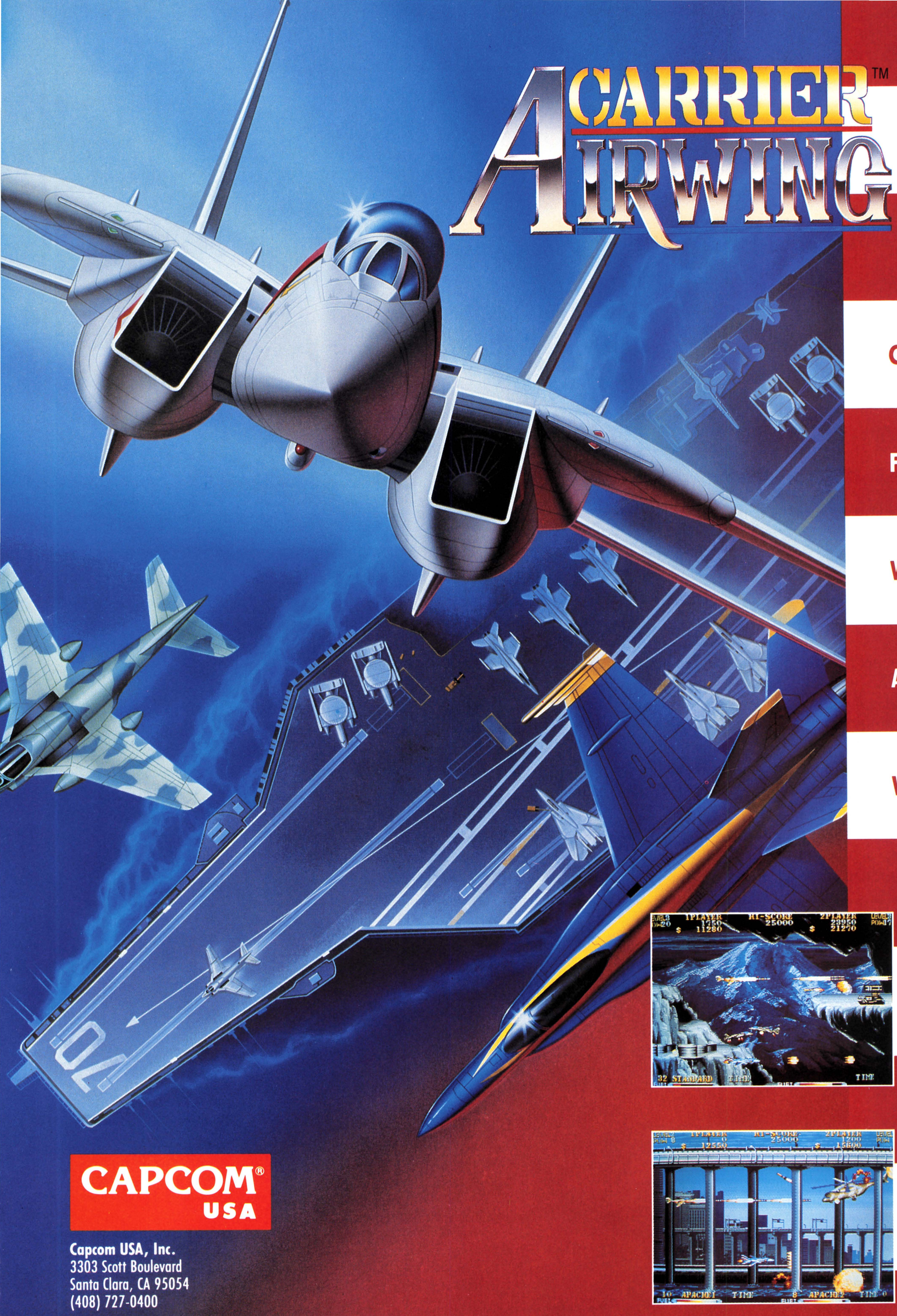
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## Jackson tying the knot

Congratulations to Romstar sales manager Tim Jackson, who's getting married on Feb. 16, 1991, to Fern Scott. The wedding will take place in Baldwin Hills, Calif.

## Coin-op companies help servicemen

The U.S. armed forces stationed in Saudi Arabia are being sent recreational items from some members of the coin-op community, a gesture that should go a long way toward breaking up the troops' boredom and tension.

Merit Industries recently sent cases of *Pub Time Darts Home Party* dart boards to Saudi Arabia. Also, fellow dart manufacturer Arachnid, in conjunction with Betson/Advance Distributing in Syracuse, N.Y., donated 120 home soft-tip dart boards to the Operation Desert Shield troops.

National video game operator General Amusement Corp. wanted to send its games to the desert, but it proved impossible. Instead, the company sent packages of stationery, non-perishable food, books, toothbrushes, and toothpaste.

At the Enchanted Castle in Lombard, Ill., (l-r): Ron Bolger of American Vending Sales, Art Warner of Coin Concepts, and owner Gary Isner.

## A redemption success story in Illinois

Does redemption have the power to revitalize a location? Just ask Gary Isner, owner of Enchanted Castle in Lombard, Ill.

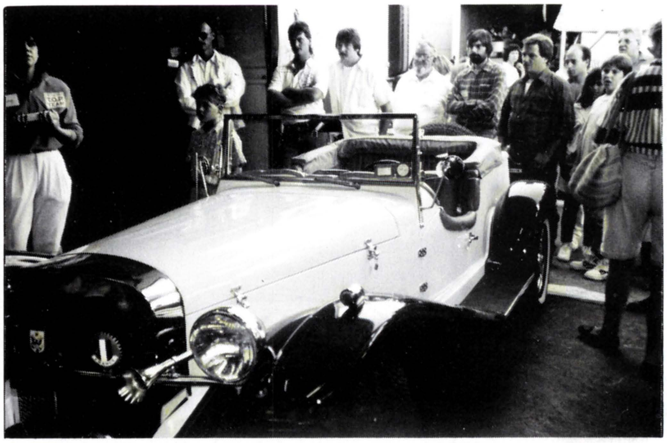
In 1983, Enchanted Castle was a casual theme restaurant with a small game room, which contained a few redemption games and a prize area. Everything changed in 1988, when Enchanted Castle expanded to a 40,000-square-foot indoor entertainment complex. Now the place is packed with redemption equipment—and customers.

The entertainment features a miniature golf course, complete with waterfalls and fountains; four batting cages, bumper cars; over 200 video and redemption games; and a redemption prize area stocked with some 500 items. Isner is particularly fond of the games by Coin Concepts.

"Coin Concepts continues to be our primary source for redemption games," he said. "Their games have always been in our top-sales list: *Five Card Draw, Rebound, Junior All-American*, and *Toss Em*. Coin Concepts' service record has also been exceptional."

Isner says Enchanted Castle will expand into the Chicago area sometime next year.

Members of the Tarantelli family at the Rochester office, (l-r): Tom, Pat, Laurie, and Jeff.



Operator Dave Stott of Stott Vending won this replica of a 1929 Mercedes Gazelle, the first prize in T.O.P. Distributing's "Car Give-Away" promotion in October. To qualify for a key to start (win) the car, operators had to purchase a piece of new or reconditioned equipment.

Atlas Distributors' Jim Wittler (l) and Lou Larson with Lesley Ross of Williams-Bally/Midway.

## Atlas raises money for charity

Hundreds of guests and participants turned out for Atlas Distributors' "Dr. Dude Pinball Tournament," held Oct. 16 at Hi-Tops Sports Bar in Monroeville, Pa. All of the proceeds—over $5,000—went to Big Brothers and Sisters of Greater Pittsburgh.

The event was co-sponsored by Williams-Bally/Midway (Bally's new *Doctor Dude* was obviously the pin utilized for the tournament), T.C.M. Vending, WXVX-Radio, and Anheuser-Busch. Matt Machtay of Plumboro, Pa., won the first place prize: a *Dr. Dude* pin. Footage of the event appeared on WPXI-TV, Pittsburgh's NBC affiliate.

## Drews gets line

South Carolina's Drews Distributing has been appointed the exclusive Southeast distributor for Wing's *8 Lines* poker and blackjack games. The newest games are *Lucky 21*, *Lucky 25*, *Lucky 37*, and *W-7*.

## Industry births

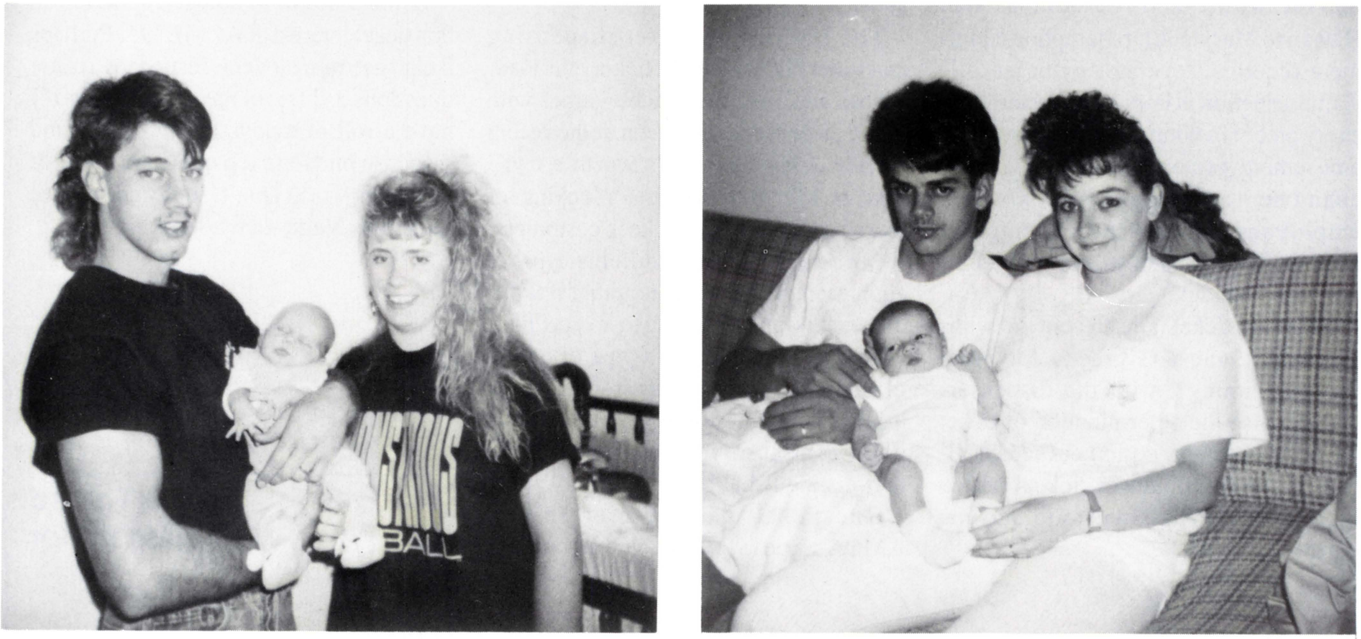
Kevin and Anne Hayes became first-time parents on Oct. 25 with the arrival of Molly Clare, who weighed in at 6 pounds, 1 ounce. Kevin is vice president of the new Namco-America Inc., coin-op division; Anne is the Western region sales manager for Atari Games Corp.

Namco Operations' David Bishop reports that Kevin has recovered from his frantic flight from New Orleans to San Jose, Calif. You see, Molly made her arrival on the first day of AMOA Expo '90!

Congratulations are also in order for Matt Tarantelli of T.O.P. Distributing and his wife Jill, who gave birth to daughter Sydney Marsia on Oct. 30.

## Twin celebrations for Peters

Joe Peters of Wildcat Chemical Co. had two celebrations during the month of October. He turned 50 on Oct. 15, then, two weeks later to the day, Peters experienced the ultimate golfer's birthday present: a hole-in-one! It came on a 188-yard par three. Of course, Peters will be expected to repeat this feat again next year.



LeRoy Hancuff of I-VICS had the births of not one but *two* grandchildren to celebrate in September. On the left are Glenn and Aime Hancuff with baby Taylor Glenn. On the right are Chad and Christine Hancuff with baby Andrew Michael. ☐

# Ticket fever may be overdone

Let me say at the start that I truly enjoy redemption/novelty games. I recently commented to an industry friend that I could be happy running a game room with a large redemption center. After all, I'm a sucker for plush and never tire of alley bowlers. That's a good place to start, but I'd be terribly naive to think that my personal liking for the games and merchandise would be all that's needed.

An undertaking of this nature requires a true commitment. I tip my hat to the operators who've done the job well. According to Linda Fernandez of Fernandez Fun Factory (a chain of 30 locations from Hawaii to Maryland), redemption equipment requires ''operator gymnastics.'' Game selection is important because not every piece is a winner, the same as other amusement games. Then there's merchandise ordering and storage, employees to man the redemption counter, plus tickets to order, weigh, shred and tabulate.

There are ticket jams to contend with, as when youngsters greedy for more tickets ''jimmy'' with the dispenser. There's also the determination of ticket value. Do you want customers with handfuls of tickets, or fewer tickets with a higher value? What ''win ratio'' do you want to establish?

It's all part of the redemption commitment. And even though the games last a long time, you can't just ''set 'em and forget 'em.'' Our whole industry is at a point right now where we cannot afford to relax. We must be creative in marketing our product: entertainment.

The presence of ticket dispensers alone does not guarantee that your location will suddenly be filled with customers. Make that repeat customers, because that's what makes you successful. Those customers come for the perceived value of your prizes in addition to the innate fun of the games.

The interest in ticket dispensing machines has spawned a ticket overload. Pinball machines and video games with ticket dispensers were seen at the recent AMOA Expo '90. ''It's worth a try,'' said one Midwestern operator looking for more ways to attract and keep customers.

My concern is that the different types of equipment will all meld together if ticket dispensers are attached to everything. There's a place for each type of equipment and the sheer variety is what makes a game room interesting. A broad use of ticket dispensers may make equipment non-distinguishable.

One ticket manufacturer said of AMOA Expo '90: ''We've had our best show and best year. If anyone is at the right place at the right time, we're there. Our redemption ticket sales are growing at a rate of 25-30 percent a year compounded.''

When I expressed concern about the overdoing of tickets, another representative of the same company said that he knows of service stations that dispense a ticket every time the coin-op tire inflator is used. Customers who save up five tickets can get a free soft drink. Tickets are everywhere. He cautioned, ''We'd better watch the bathrooms!''

I think I might be able to capitalize on this ticket interest at ACME '91. Perhaps I can get more eager responses to my questions as I travel the exhibit floor if I have a roll of tickets in my pocket and dispense one for each quote obtained. It just might work. Don't laugh until you see me in Las Vegas come March. ☐

Bonnie Theard

**Bonnie Theard**
**Managing Editor**

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# A love affair to last a lifetime

GUSHER
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Just a sample of the games on display.

Alvin Gottlieb announced plans to return to the industry.

Calling the Pinball Expo a love affair seems the only appropriate description. Those attending this annual event are doing it out of love for the game. And they don't mind telling you that they are not there on business. You don't see many three-piece suits, ties, or silk shirts. Instead, the exhibit floor is filled with T-shirts emblazoned with names of long-forgotten pinball games. The group is a curious mix of businessmen who have laid aside the worries of their professions to turn back the clock to their youth when pinball was king.

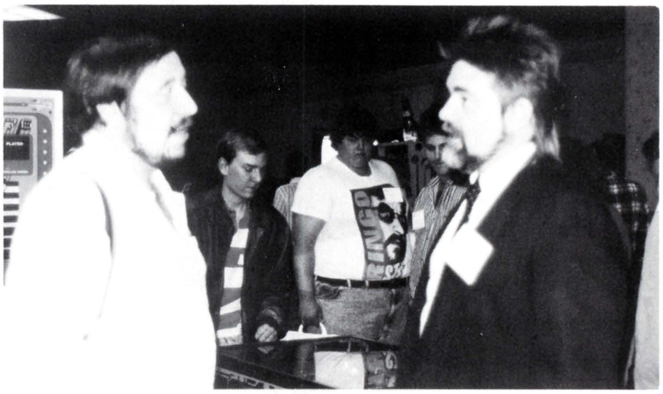
They roam the floor reminiscing about the games they loved as kids and still love as adults. They buy memorabilia and perhaps a part or two for an old game they have at home. They talk with others who understand perfectly the feelings. But that's not all the Expo has to offer. Lines of participants waited to put their skills to the test in the Flip Out contest, this year held on Data East's *Simpsons* pin.

The Expo, held Nov. 9-11 at the Ramada Inn O'Hare, drew hundreds of pinball enthusiasts as well as a growing number of operators, who feel the enthusiasm and talk with players. This year the coin-op industry is celebrating the 60th anniversary of the pinball machine. The floor was like taking a walk through pinball history, from the old—*Baffle Ball* and

New games like *Dr. Dude* attracted players.

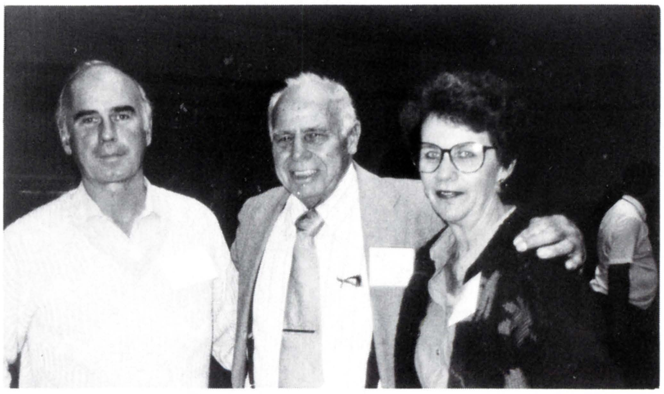
Tim Wolfe (l) with Clyde and Diane Knupp.

Lines formed to sign up for the Flip Out competition.



Game designer Steve Ritchie with Todd Tuckey of T&T Amusements.

Frank Happ of Happ Controls (with one of the only ties at the show!) stands in line to register.



Clyde and Diane Knupp with Harvey Heiss.

*Ballyhoo*—to the new—*Simpsons* and *Fun House*.

In a surprise announcement, Alvin Gottlieb told the audience that he was returning to the business. His name has long been synonymous with pinball machines, but he would not elaborate on just what it was he was planning. "I can keep a secret," he quipped, "but those I tell it to can't!" He did say, however, that it would be like nothing the industry has seen before. He plans to work with Premier Technology, the company that is producing Gottlieb pinballs.

Clyde Knupp (who served as AMOA president prior to Jack Kerner) and his wife Diane were among those walking the exhibit floor. Diane said they had enjoyed the show so much last year that they decided to come again this year. We do know that last year they bought an old pinball to display in their office. We're not sure about this year; they were still looking!

An operator participating in the event had this to say: "It's so gratifying to see an event like this as an offshoot of the coin-op industry, focusing on one area of coin-op. It gives me encouragement that the industry will always be here giving pleasure to so many." ☐

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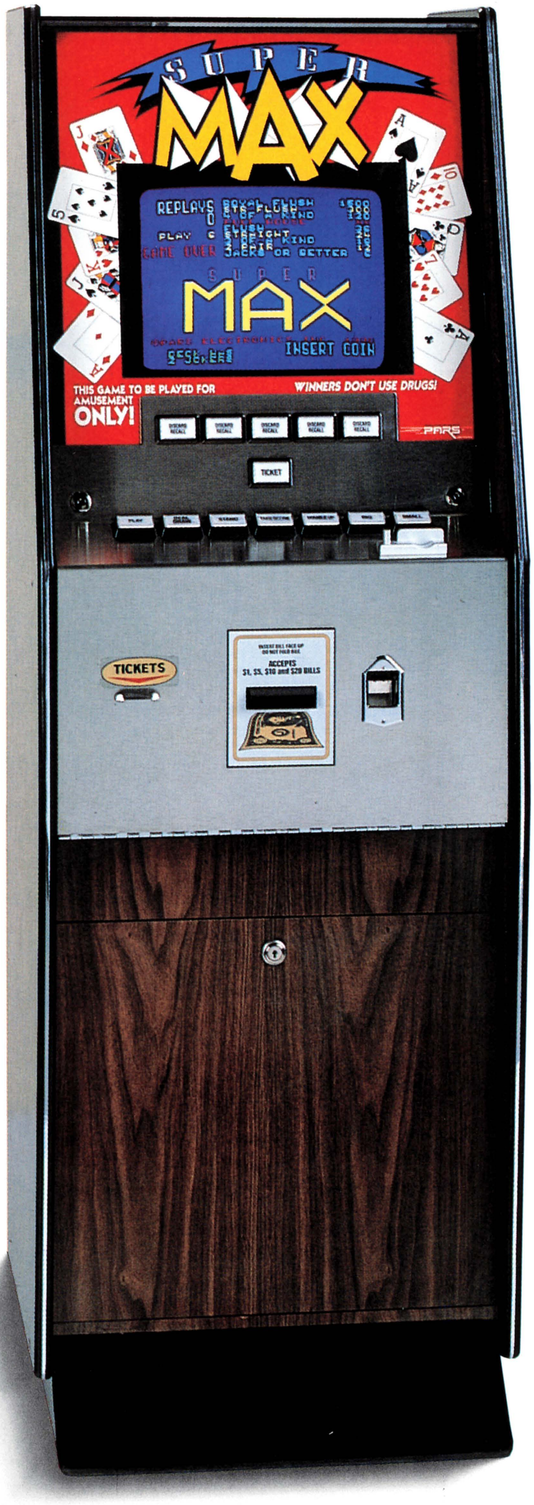
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# California hospitals enjoying video gifts

During the California Coin Machine Association's (CCMA) annual convention in May, members considered getting involved in a project to bring some joy to the less fortunate. Specifically, they decided to donate video games to California Shriners Hospitals in Los Angeles and San Francisco.

These hospitals are part of Shriners Hospitals for Crippled Children, headquartered in Tampa, Fla.—an international system of medical and surgical care consisting of 19 orthopedic hospitals and three burn institutes. Both the Los Angeles and San Francisco hospitals provide orthopedic and after-burn treatment for children.

CCMA contacted the hospitals and expressed its desire to help. Soon after, their recreational rooms were filled with video games and a couple of jukeboxes. (The San Francisco hospital has several games in its out-patient area.) Several CCMA members also donated free service to help maintain and keep the equipment up and running.

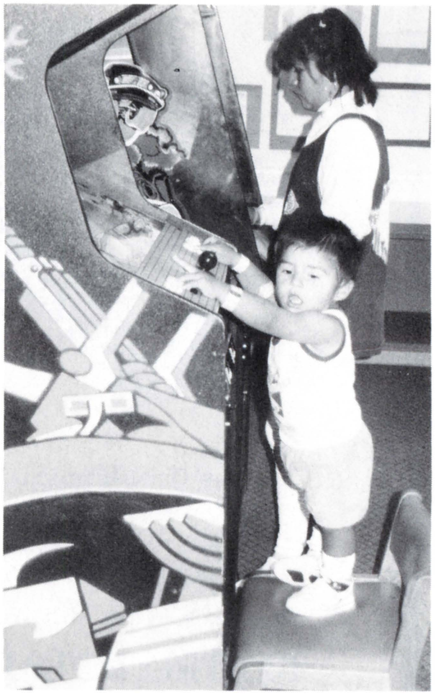
Those making donations were Aladdin's Castle, Amusement Corporation of America, Area Amusements, Automatic Merchandising, Betson Pacific, C.A. Robinson, C & L Music and Games, and Oakland Cigarette Service. Games Unlimited and Royal Vending Services have also offered to donate equipment when more space becomes available at the hospitals.

CCMA staff members recently visited both hospitals and were pleased to see the children's enthusiasm when playing the games. Neither injuries nor casts, bandages, or wheelchairs proved to be a hindrance for them. The games give the kids and their families a period of escapism from a difficult situation.

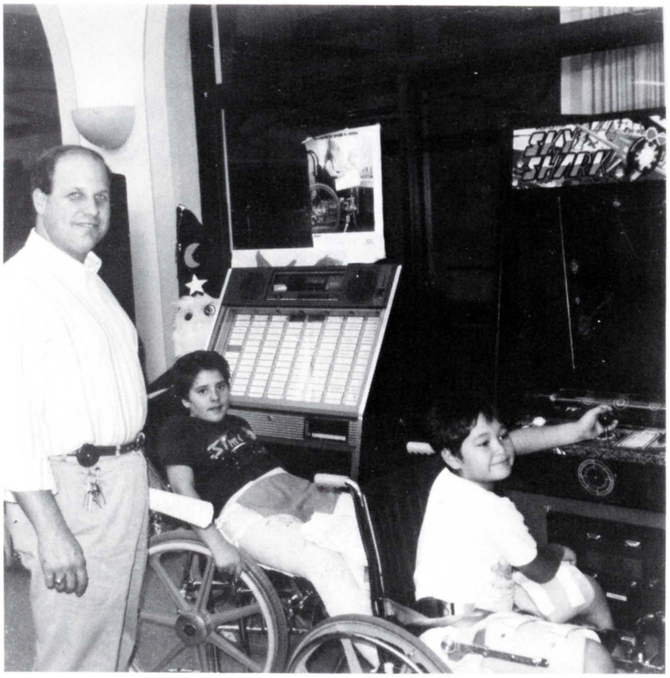
CCMA hopes to continue such efforts in the future. It will discuss new projects at its next convention in Lake Tahoe, June 20-23, 1991. ☐

GAUNTLET II

Fourteen-year-old Lisa Patch plays *Gauntlet II* at the San Francisco Shriners Hospital.

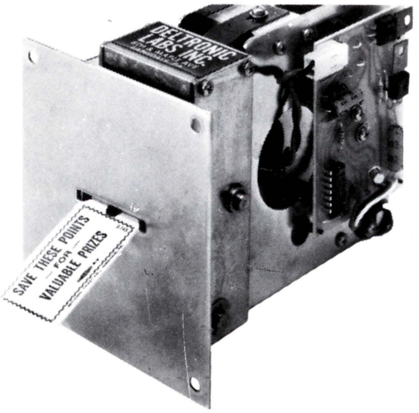


"Any of you guys wanna challenge me?" asks 21-month-old Francisco Liera, champion of the two-year-old and under class. He flaunts his expertise at the Los Angeles hospital.



Also at the San Francisco hospital, (l-r): recreational therapist Tom Barisone, 12-year-old Abran Montiel, and 10-year-old Leo Meyer.

Nineteen-year-old Marco Antonioloy plays the classic *Mr. Do!* in Los Angeles. Next to him are Ivete Corillo (18) and Gabriela Mendoza (11).



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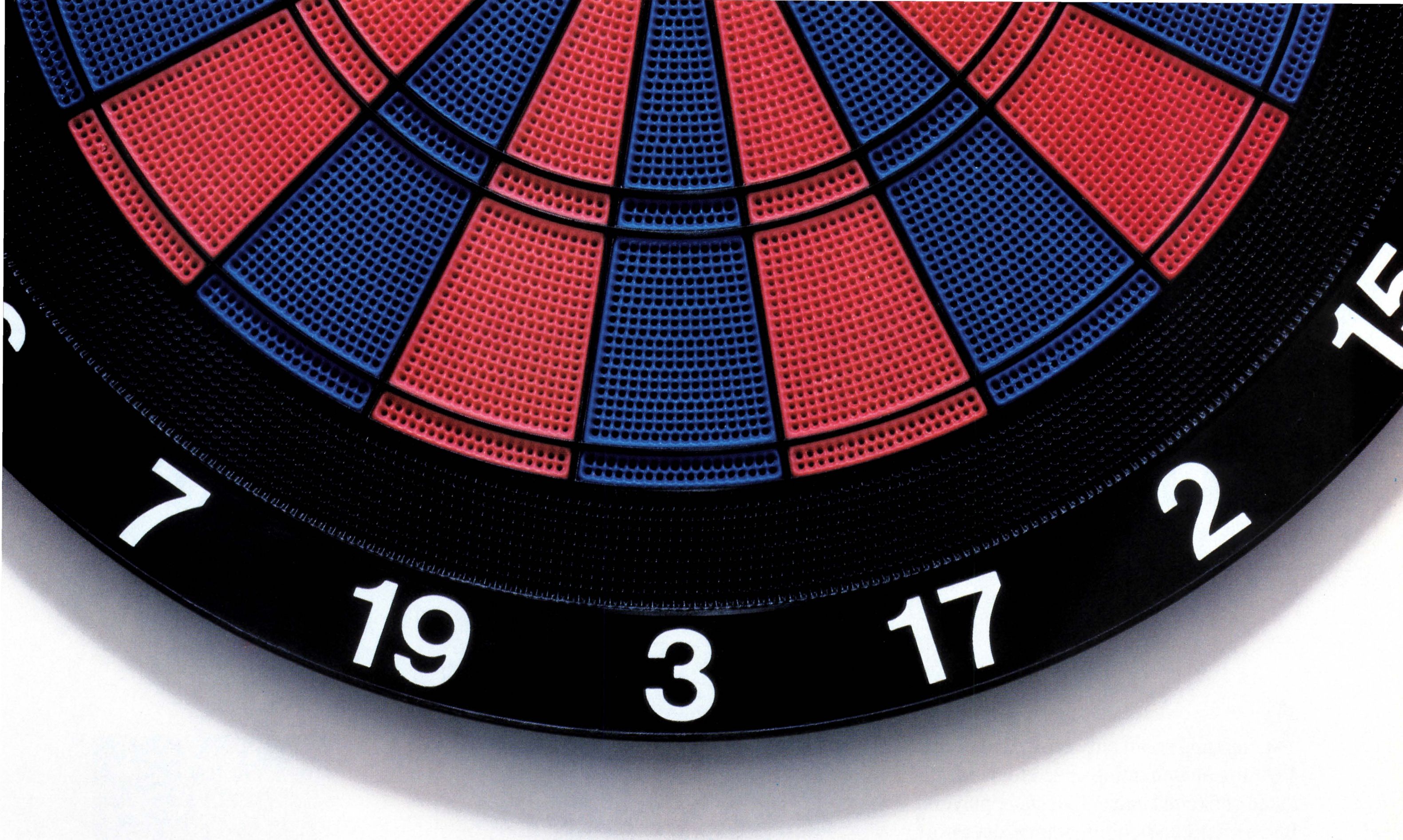
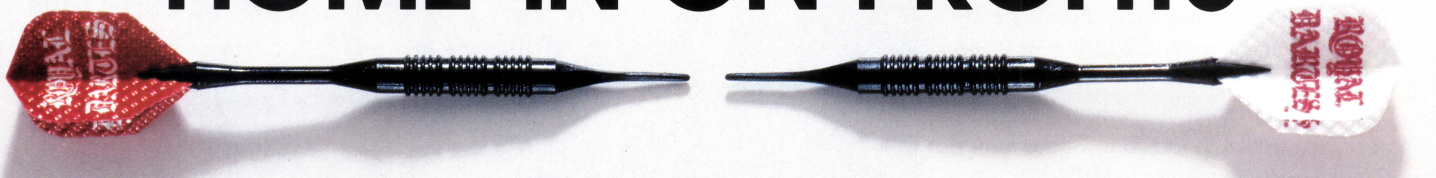


# HOME-IN ON PROFITS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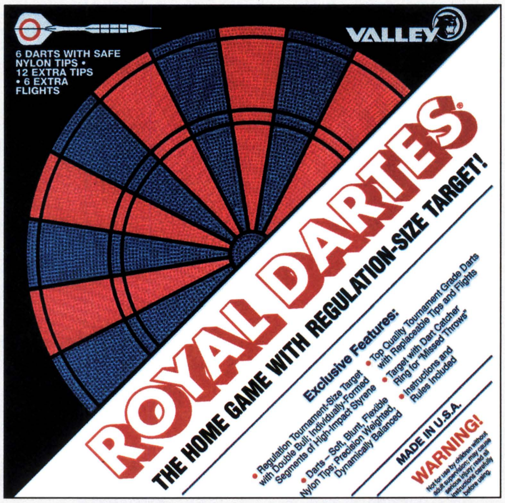
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# Merit sponsors tour in Spain and Belgium

Standing room only crowds of cheering and chanting spectators. Multitudes of excited and enthusiastic players. Bar owners and coin machine operators who cannot believe their eyes (or their income!). One performance after another by the world's best-known electronic darts player, Lane Helgeson. Combine these ingredients and you have Merit's Beat the Champ Tour.

Merit's tour visited Spain and Belgium for three weeks in October. Spain's *Pub Time Darts* distributor, VIFICO, SA, headed by Victor Bosquin Jr., orchestrated the Spanish portion of the six-city tour. Special exhibitions were arranged at the Malaga *Pub Time Darts* City Championship and FER International '90 Spanish Amusement Trade Show in Barcelona.

Spanish operators were searching for new sources of consistent revenues excluded from recent legislation that dramatically increased license fees for many coin-op machines. They turned to a ''new' product with a long history of success—darts.

Darts are now a vital part of the coin-op industry in Spain. Locations are packed with patrons readily pumping pesatas into dart games to play a favorite pastime—*dardos*.

Evening Beat the Champ promotions in Spanish locations were unlike anything experienced before. ''This is Spain?'' was heard often. Bar locations were crowded

From left: Champ Lane Helgeson with SEEBEN, SA and VIFICO, SA owner and founder Victor Bosquin Sr., Merit's export sales manager Mireille Chevalier, and SEEBEN, SA's Michel Denis.

The challengers and the champion in Belgium, with flags side-by-side.

until closing time (dawn) all nights of the week, with players lined up for their turn to play the champ. Spectators shouted "Dardos! Dardos! Dardos!," and with each throw, "Ole!, Ole!, Ole!"

*"Locations are packed with patrons readily pumping pesatas into dart games to play dardos."*

The last week of the tour traveled to Belgium with the *Pub Time Darts* distributor for Belgium, SEEBEN, SA. Mr. Denis and Mr. Roufflaer of SEEBEN, SA coordinated this leg of the tour, which featured frequent stops in cities and villages in southeastern Belgium.

Electronic darts plays a prominent role in the coin operator's portfolio, and the response to the Beat the Champ Tour was gratifying.

Players started to practice at 8 a.m. the day of the promotion to warm-up for the 10 p.m. evening match. A closed-circuit, large-screen TV simulcast the event so everyone could see. Spectators stood on chairs watching every game. Autographs were prized and appeared on photos, T-shirts, jackets, posters, dart sets, and even beer mats. The tour will be long-remembered by the operators, bar owners, players, and spectators.

VIFICO, SA and SEEBEN, SA are continuing promotional plans with local, city, and national tournaments and league play, plus participating in the AMOA-National Dart Association International Team Dart Championship in 1991.

Operators, bar owners, and players can look forward to strong promotional support from both distributing companies as *Pub Time Darts* continue to spread throughout Europe.

Whether its "Bien Dardos" or "Bonn Flechettes," it's still "Good Darts." ☐

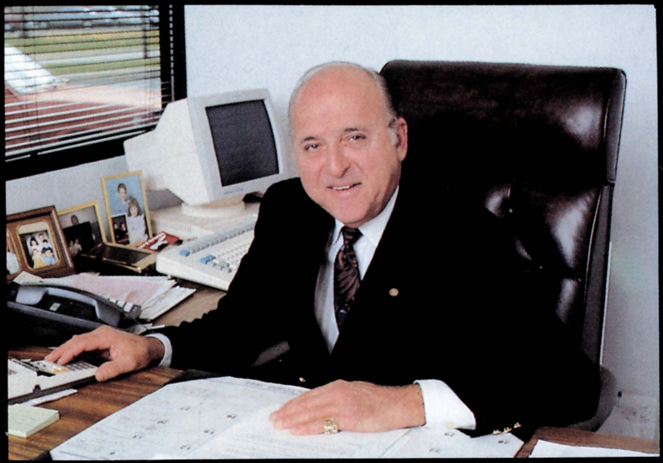
**At the Steinlager Bar in Madrid, (l-r): VIFICO's Victor Bosquin Jr., Lane Helgeson, and dart operators Alex Alverez and Roger Mahan.**

**A standing room only crowd at the Beat the Champ Tour in Tournais, Belgium.**

**Lane Helgeson greets operator Juan Esteban of Recreativos Valenzuela at the FER International Trade Show in Barcelona.**

# Jaleco looks to promotion and growth in the future

Howie Rubin



Larry Berke

Masao Ohata

Darlene Lamz

"Operators are telling us they need pieces of equipment that earn money. They're not specific about any particular themes; they just want full cashboxes."

Howard Rubin is speaking after AMOA Expo '90. As president of Jaleco USA, Rubin can rest assured he's accomplishing that goal with the new driving simulator, *Cisco Heat.*

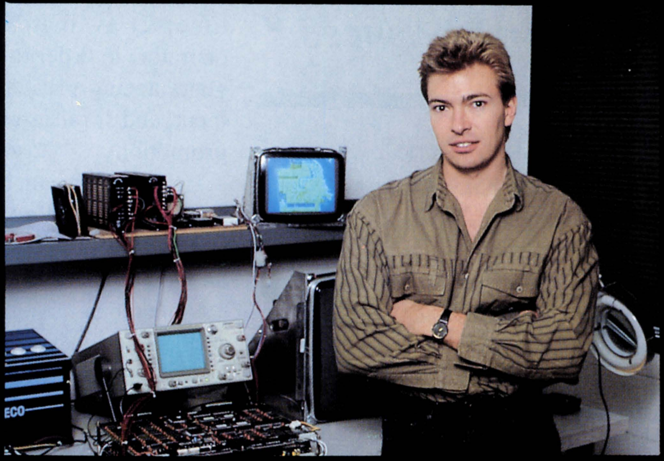
"We got positive feedback on *Cisco Heat,*" noted Rubin. "I think everyone appreciated the fact that it was a good piece of software; they were excited about it."

*Cisco Heat* takes players on an exciting, five-stage police car race through the narrow, winding streets of San Francisco. Players can choose to drive either a full-size American or a compact European police car as they travel a track that never repeats itself. The game is available in a deluxe sit-down model and a standard upright. A communications link allows four machines to be interconnected for increased competition.

Jaleco has past experience with driving games, most notably its *Big Run* driver of 1989. Rubin said, "We're going to concentrate our efforts in simulation—moving cabinets and moving experiences—because we think there is a future in building quality coin-operated simulation games. Simulation will help the coin-operated business grow as it expands the play and entertainment value to our customers."

***"I hope operators and distributors will have a positive attitude toward the creativity."***

Jim Prokop



What time frame is required to produce a video such as *Cisco Heat?* "It takes a year to develop, from idea to final product," said Rubin. "It's a long, drawn-out process. The product is developed in parts and then assembled. Just like any creative art form, the developer has to wait until the product is finished before the results can be measured. In the case of *Cisco Heat*, development time and money is double because of the engineering effort needed to design the mechanical parts of a simulator as well as the software."

All of this time and effort adds to product cost, and operators are very cost-conscious these days. How does Rubin feel about that?

"I hope operators and distributors will have a positive attitude toward the creativity that goes along with Jaleco's endeavors. Obviously we have spent a lot of money to develop *Cisco Heat*. We understand that these are hard economic times, but we would like to hear some encouraging remarks because of our willingness to invest in products that we hope will improve the industry's future."

***"I think everyone appreciated the fact that it was a good piece of software."***

Rubin noted that operators and distributors complain about the sameness of product. "They want exciting, new game play for cheaper prices. They complain about the escalating costs of equipment, but you can't develop new games utilizing new technology without raising prices. As a matter of fact, today's basic video game costs about the same as it did 10 years ago—but no one is satisfied with just that anymore."

***"We're going to concentrate our efforts in simulation — moving cabinets and moving experiences."***

Rubin continued, "Manufacturers complain about the basic price per play; it is the same as it was 25 years ago—25 cents. In other parts of the world, the price per play is much higher than in the United States. In Japan the basic price is 100 yen, three times the value of a quarter. So while operators and distributors challenge manufacturers to develop bigger and better games for less money, we would like to challenge them to work on programs that would increase the amount of money earned per play."

Jaleco is a name well-known in both coin-op and home video markets. Rubin feels that neither one diminishes or hurts the other. The *Teenage Mutant Ninja Turtles* home game hit the market before the coin-op game; it may even have helped because of the name recognition.

Rubin said, "Being in both the coin-op and home markets is a plus, considering the fact that we understand creative software. It enables us to afford the research and development that we put into coin-op, our first love. Our roots are in coin-op and our desire is to be a part of coin-op in a big way. Our company founder, Mr. Kanazawa, started in coin-op and expanded—it's the business that started him off on the road to a successful career." Jaleco is a publicly traded company in Japan, with sales exceeding $100 million annually.

Rubin is supported by Larry Berke, director of sales. When you add up all the years spent in this industry among Mr. Kanazawa, Rubin, and Berke, it totals almost a century's worth of experience. It's no wonder that Jaleco considers its roots to be coin-operated. Key personnel in the American office are Masao Ohata, director of international business; Darlene Lamz, coordinator for sales and purchasing; and Jim Prokop, head of technical service. Rubin views Ohata's position as the most challenging. He is constantly on the hot seat, translating both technical matters and product development viewpoints between Jaleco Ltds.'s 175 employees and Jaleco USA's 20 employees.

No conversation with Rubin would be complete without touching on his views regarding industry promotion, or perhaps the lack thereof. Rubin is passionate on the subject.

"Time becomes an important word in the leisure entertainment business," he said. "We compete for the customer's time and dollars. We must promote our industry just as the music, sports, and motion picture industries do. The public should know that we deliver tremendous entertainment value; they should go out and discover it.

"In the consumer world, huge sums of money are allocated to tell people how to spend their time watching movies, listening to music, and attending sporting events. We need to bring our message to the players. Games like *Hard Drivin', Final Fight,* and *Teenage Mutant Ninja Turtles* are all great—some of the best the industry has ever had. But unless we tell the world about them, they will only be discovered by the hardcore players who are always there, and that won't promote the growth of the business."

Berke added, "We are a group of individual entrepreneurs in the coin-op business. We need to help ourselves grow. It's a sophisticated world we live in, one that offers many alternatives to spending our time and money. If our industry doesn't put together a campaign to attract consumers, then the net result will be the continued loss of revenue."

Rubin would like to see a multi-faceted program that studies the habits of the players (potential customers), identifying who they are and where they spend their time; 2) evaluates the needs of the operator, in order to produce equipment guaranteeing greater returns on investment; and 3) raises revenues for industry promotion.

He can see instant promotional value to a show such as the AMOA Expo being opened to the general public at a cost of about $10 per ticket. Rubin explained, "Nintendo has taken the consumer show on the road and has exposed its products to approximately 20,000 players per week in 30 cities. Why can't we figure out a way to do this for the coin-operated world? If we don't tell the world about our product," he concluded, "who will?" □

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**Valerie Cognevich**

# A year of transition

Every December we attempt to condense the year into a few short pages. Sometimes it's easy to describe the year's events; other times it's not.

We've had "the year of the pinball," "the year of the video game," "the year of the basketball," and "the year of the crane." This year? How about "the year of video pokers and redemption." But even more appropriately, we could call 1990 "the year of transition." Transition implies a time of drastic change, but it can also denote evolution. I think this more aptly describes the meaning of transition in the coin-op industry. I culled this definition of "evolution" from Webster and couldn't have found a better description of our industry: "the process of continuous change from a lower, simpler, or worse to a higher, more complex, or better state; growth."

The coin machine industry has been on a continuous growth pattern for its many years in existence. While each year produces some subtle changes, when looking over the years of evolution, the changes are striking. Pinball machines without flippers to solid-state magic in the play; no video games to today's marvels of technology; and antique 78 rpm jukeboxes to crisp CD sound are just a few of the miracles we have witnessed in just one century.

To describe 1990 as a year of transition may be a little bold, but because of the attention to pokers and the efforts to have them legalized, the industry could be much different than we have seen it in the past if those efforts are successful.

## Video gaming

Transition covers a multitude of change but it fairly describes where the coin-op industry seems to be headed. While Montana legalized video gaming machines over eight years ago, it's been more recent that other states have been assessing the value of legalizing the machines. South Dakota legalized video gaming just over a year ago, but it is now becoming the model to follow. Differing from Montana, which requires scores of paperwork for operators, South Dakota has its games on a "dial-up" system connected to a central state computer system. It's this Midwestern state's methods of handling video gaming that other states are scrutinizing.

While it's unlikely that video gaming will be legalized in many, if any, states this year, it's very likely that many will beef up efforts or begin attempts to have it legalized. Louisiana, Pennsylvania, Tennessee, Nebraska, West Virginia, North Dakota, and Wisconsin were in the thick of it this past year.

In Louisiana, operators were ecstatic over the prospects of having video poker legalized. A bill to legalize them died in the Senate just hours before the session ended. It was a bitter pill for members of the Louisiana operators association, who were certain of success. Speculation is that they were sold down the river by the governor. David Goudeau, vice president of the association, said, "We went to see him to ask if he would veto it if it passed his desk. He assured us he would not. But he never thought the bill would go that far, so he made promises he didn't plan to keep." Of course, it was during that session that Louisiana made headlines all over the world on its abortion bill. Everything else was overshadowed. Members of the association are confident the bill will pass next session.

Overlapping with the annual meeting of the Tennessee operators' convention was the National Conference of State Legislators. Some 8,000 legislators were in Nashville and AMOT and AMOA made a pitch for the legalization of coin-op amusement gaming equipment. Such machines were exhibited and association members explained the revenue-generating possibilities of video pokers. William Eadington, director of the Institute for the Study of Gambling and Commercial Gaming, said the country's attitude toward gaming has become more tolerant.

In Montana, with its eight years of experience in video gaming, the success has been overwhelming. According to Bob Robinson, administrator of the state Gambling Control Division, the revenue from a newly installed 15 percent gambling net income tax has risen about 10 percent every quarter and shows no sign of leveling off. "There's a growth in the number of machines that were licensed. They're getting a little bit more popular all the time," he said.

South Dakota is the success story of the year. Scott Henneman, director of operations in South Dakota, said, "Everyone should make money: the player, the operator, and the state. We're happy with how the lottery has turned out so far. It's going very well." From Oct. 16 to Jan. 12, $26 million was pumped into the machines. The total net was $2.1 million for the state.

Nebraska made a bid to have video pokers legalized. Operators and Veterans of Foreign Wars (VFW) started the effort in late 1989. They obtained 85,000 voter signatures, asking for the measure to be included on the ballot. As we went to press the verdict was still out.

Video gaming was legalized in New Brunswick, Canada, during the spring. Plans called to have video gaming on-line by December.

In Pennsylvania, a committee was formed in August 1989 to push for the legalization of gambling on video poker machines. By January of 1990 the committee had drafted a bill to be introduced. But the efforts aren't cheap. The association was looking to raise $50,000 for the PAMMA political action committee.

But controversy cast a shadow over Pennsylvania's hopes for legalized video gaming. Brian O'Connor, the chief of police in Bridgewater, was placed on probation because of his status as part owner of video poker machines confiscated by police last year. It was called the largest gambling raid ever conducted in the state. Over 400 video poker machines were confiscated.

In Wisconsin the attorney general issued an opinion that video pokers were illegal everywhere in the state. That ruling caught some by surprise. Many felt that video pokers might be declared legal under lottery statutes. The Wisconsin operators association had been fighting for legality of video pokers for over a year. A bill that would have legalized poker machines died after failing to make it to the Senate floor before the legislature adjourned. A new bill is scheduled to be introduced early next session. By that time the association feels that the climate will be more conducive to passing video poker legislation.

In Mississippi, while operators were holding out hope that video pokers would be declared legal, they were met with a setback when the president of the association, John Bell, was arrested and convicted on charges of illegal gambling.

But the multitude of reasons for not passing a video gaming bill in most states are slowly being chipped away by a declining economy and harder times in the operating community. Bob Nims, who was instrumental in getting the bill through the Louisiana legislature, admits that he would have felt much different about the prospect of legalized video gaming 10 years ago. ''We are in changing times,'' he explains, ''and the negative response you hear is from those who don't want to see the change in the industry as we know it.''

## Video game decline

Many operators echoed these feelings in their efforts to have video gaming bills passed, or at least introduced. One reason for the apparent urgency is the decline in video game revenues, or any game revenue for that matter, designed for the kiddie market. Bars and lounges offering nothing but elbow space at a bar are becoming extinct. And for good reason. The efforts to cut out drunk driving—efforts we all applaud—have been overwhelmingly successful. Social drinking is taken more seriously and the amount of drinking done has diminished. This forces operators to convince locations that they can supplement smaller alcohol incomes with higher game revenues.

But can they do it? Five years ago, Play Meter focused on the pressing need for adult games. ''Adults, who still frequented their favorite bars to play a game of pool and a song on the jukebox, never left the industry; rather, the industry left them behind,'' said an editorial in August 1985.

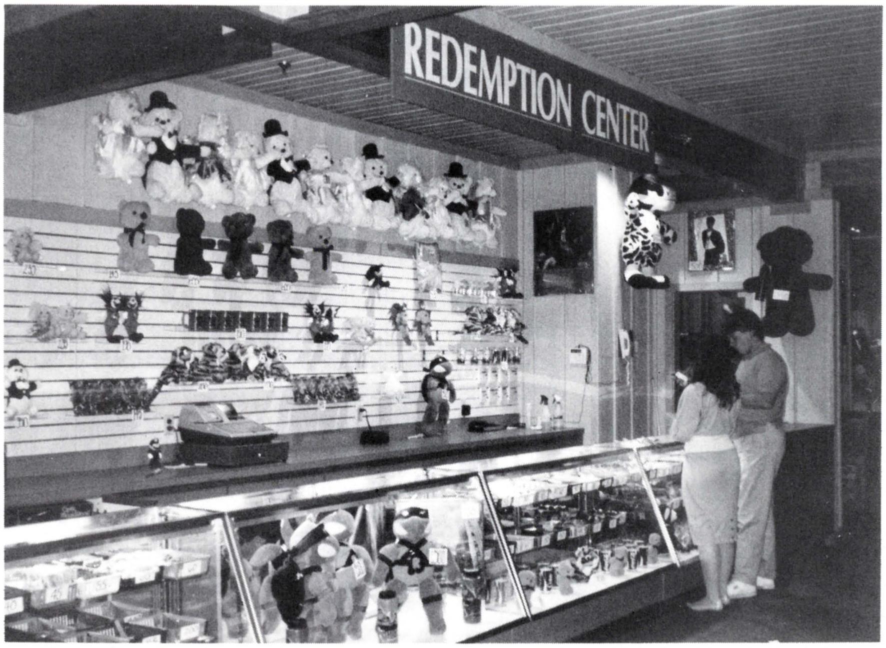
An operator of video gaming in South Dakota recently said, ''The video gaming machines have made a big difference in my business. Some people come in and don't even buy a beer, but that's OK with me. If I could figure out a way to fit three more machines in here I would.''

And while it's true that most video games are designed with kids in mind, this year more than ever the need for adult games has become compelling. Manufacturers insist that they are trying to target adults, but operators seem to think it can only truly be done with video gaming equipment.

But the irony of this is that once the video card games are legal, there will be little need for amusement-type games. This prophecy has been fulfilled in South Dakota, where operators admit that regular video games are practically nonexistent except in arcades.

However, many manufacturers in a half-joking, half-serious tone say that all operators do is complain, complain, complain. But when it comes to street operators, their gripes might be warranted. Distributors tend to agree that street operators have not received the same level of consideration from manufacturers as arcade operators have.

**At the March 22 joint press conference to announce the new jukebox licensing agreement, (l-r): Vincent Candilora, president of SESAC; Barry Knittel, ASCAP's director of licensing; Marvin Berenson, vice president and counsel for BMI; and Dock Ringo, chairman of the AMOA Music Licensing Committee and the AMOA past president. Ringo became the first jukebox operator to sign a new license. It all took place at ASCAP's New York office.**



The 25-foot-long redemption center at Celebration Station's Baton Rouge, La., location.

In trying to explain the reason, Romstar's Rene Lopez said, "As manufacturers our emphasis should be on liquor-licensed establishments. They are the bread and butter of our business. But we have to play the hand we're dealt. We cannot control our own destiny in many cases because so much of our product is licensed from Japan."

Sega's Tom Petit explains that it's simply more difficult to design successful pieces for tavern locations. "Sega has tried to implement product for all levels of operator, but with the high level of technological application, we've had greater involvement with the arcade chains, convenience stores, and bowling centers." He added that "designing games for the adult street locations are the most difficult to do."

But operators don't care if it's difficult or not; they need those games to satisfy their location demands. Illinois operator Don Hesch said, "The people that design video games many times are not attuned to what street operators need. I think they will need to rethink the marketplace."

But on the more positive side of video, Konami wowed the industry with its hit *Teenage Mutant Ninja Turtles*. The phenomenon was reminiscent of *Pac-Man* back in its heyday. It's not often that a game sweeps the country like this one did. Not only video games, but about every conceivable trinket you could imagine—and probably some you can't imagine—found their way into homes.

"It took a few days and a generous word of mouth; then *TMNT* took off," says arcade manager Bobby Daix. "It's been a few months since we had a crowd like that in for a particular game. Kids were actually standing four deep waiting to play."

Another operator went this far in commenting on *TMNT*: "I may be exaggerating, but it has not only been a power for good but might be the prime factor that encouraged and saved the industry. At least we can hope that it will inspire all manufacturers to try for the pot of gold at the end of the rainbow."

But for the most part operators put the success in perspective. "The game has been doing great, but this industry can't survive on one game, especially a game designed and attractive only to kids," noted an operator in Michigan.

## Redemption

A general disillusionment with video games has had an impact on other things, redemption being the most noticeable. Art Warner of Coin Concepts said, "Wylie (Irwin) and I predicted redemption games were about to explode."

And it looks like they were right. But John Margold of Betson, who has been penning a column for Play Meter called "Redemption Report," stresses that redemption is no quick-fix. "It is true that a well-planned redemption center may be a boon to an ailing arcade. But nothing good comes easily, and a successful redemption center is no exception."

Redemption is looking good for many of the same reasons that video gaming is becoming more popular—the lack of any really new and exciting video games. "Coin-op engineers must devote greater effort to developing games that cannot be readily duplicated for home use," Margold said.

way, "No more crummy video games. We can't take it anymore. We are sick and tired of buying video games that never make enough money to pay for themselves. Manufacturers are either real dumb or real smart. They think they are being smart in believing that operators will buy and buy any and all video games they put on the market. Whether it's awful or not doesn't matter as long as they make their money.

"On the other hand, they are dumb to think that it will always be that way. I don't buy very many new ones. I am waiting for it to prove itself."

Norm Pink, in a "Coinman Interview," said, "Various legislative bodies were afraid that redemption would extend into quasi-gambling. Anytime you award a prize with the insertion of a coin or token, there's a chance it will expand itself into gambling."

And while that is true, operators are cautious about presenting that image. Said a North Carolina operator, "We police ourselves or we will be policed." Another operator says of the success of redemption, "Our concept is family entertainment; that's our market, offering lots of prize redemption games and a nice clean atmosphere."

"Diversity is the answer, I'm telling you," says the wise old operator to his inexperienced colleague. "I've been in this

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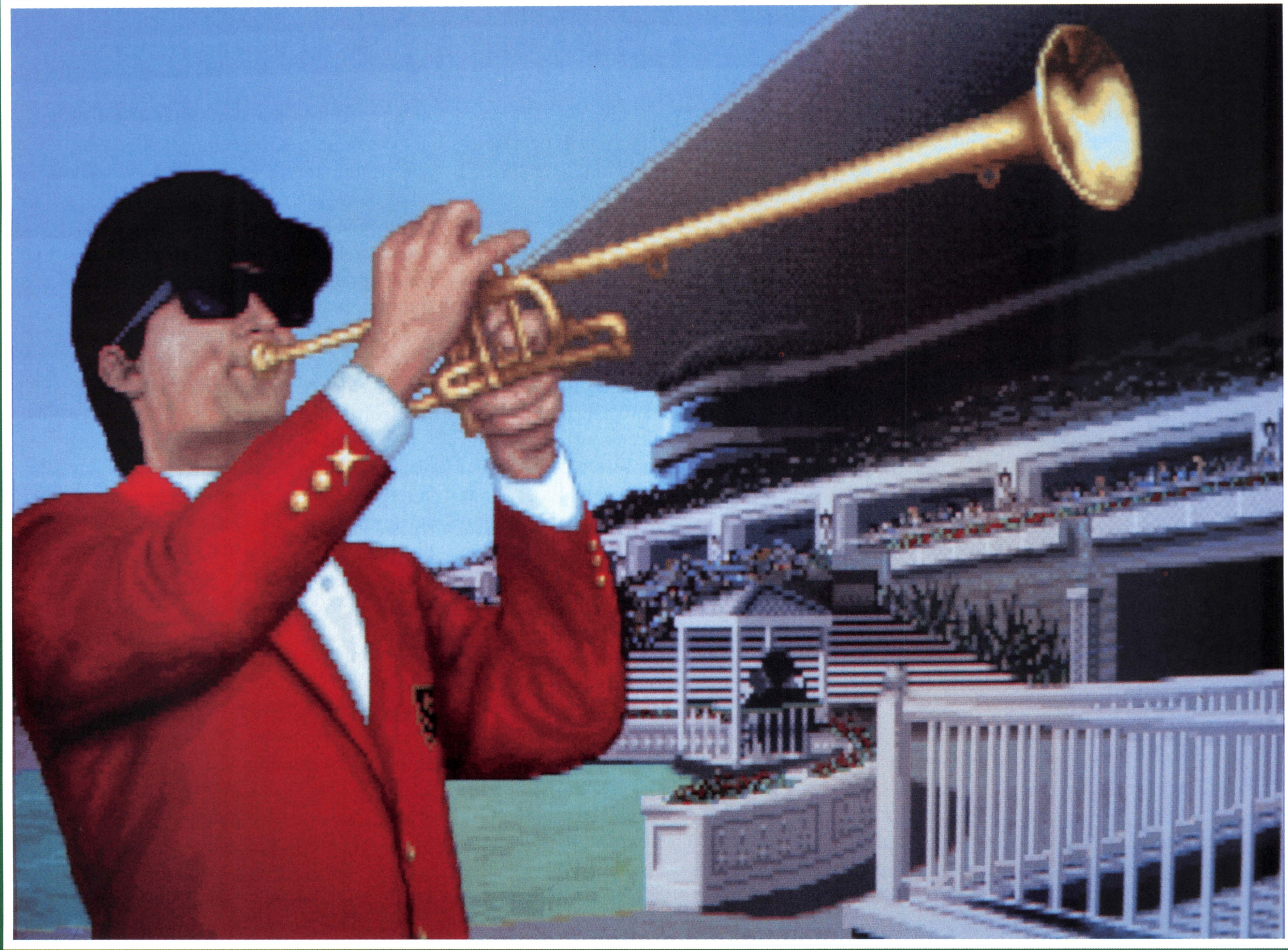

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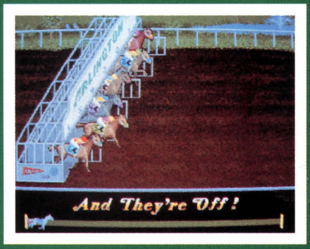

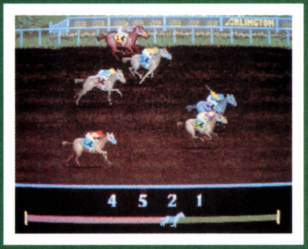

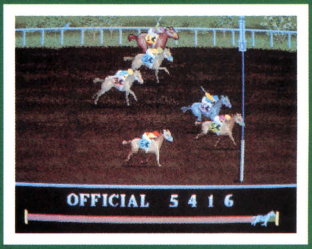

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industry for many a moon. When video game revenues go south, I hitch my wagon to something else. My advice, son, is to get into redemption.'' So began an article called ''Redemption: A Good Idea if You Know What You Are Doing.''

Basically, most operators will admit that redemption may be the salvation of their businesses, but too many do not know how to go about it. Linda Fernandez of Fernandez Fun Factory said, ''We didn't get into it because video wasn't going well. A lot of new people don't realize what they are in for in terms of how much work is required.''

And, as with many things in the coin machine industry, operators can be their own worst enemies. Cranes swept the industry with record-setting revenues. But sson unscrupulous operators began making things bad for everyone. States began severely limiting opportunities to operate cranes.

The concept of redeeming tickets for a prize is not new, but it is taking on a new degree of meaning for depressed operators. But it's a big consideration. As Linda points out, ''It's not a matter of buying the equipment; there's merchandise to be considered.''

There's no doubt that redemption will be gaining strength within the industry for the next several years. Those who do their homework and take time to do it right will see their efforts handsomely rewarded.

## The staples

While video game manufacturers ponder the marketplace, operators gear up for the onslaught of video poker legality, and redemption is studied, the staples of the industry—pool and music—continue their growth. Pool, and its fellow league-oriented sport, darts, are the perfect vehicles to entice players into locations for reasons other than drinking. Leagues and tournaments have garnered an overwhelming support for those that are willing to put out a little extra effort.

Operators are feeling the pinch and it's causing some to re-evaluate their businesses. One such opinion comes from an operator in New York: ''I don't feel all that optimistic right now. It's the first time that I have actually felt like it was high time to look for another career. I love this industry, but it doesn't love me right now. The only salvation right now is pool tables and jukeboxes. If it weren't for them, I would be in even sadder shape.''

## Jukeboxes

Jukeboxes have been in industry news this year for several reasons: the new licensing agreement, the demise of 45s due to the popularity of CDs, and the efforts toward jukebox promotions.

In 1978 jukebox operators were faced with a new $8 fee per year, per jukebox. Many felt that the license was unfair, but protests were unsuccessful. Just about when operators accepted that fee, it was raised to $25, and just a short time later to $50. For the last five years, the fee has been $63 with no signs of relief—until this year.

The jukebox negotiating committee has developed a much better relationship with the performing rights societies—ASCAP, SESAC, and BMI. Negotiations were able to produce a more fair agreement, according to the committee. Instead of a set fee per jukebox, the more jukeboxes licensed, the lower the fee. For example, the first jukebox is $275, for two through ten it's an additional $55 each, and for 11 or more, $48. The Jukebox License Office was created by the performing rights societies to administer the new license.

This year CD jukeboxes have taken over. No one can deny that it is the wave of the future. Although there are still some that insist that 45s will always be plentiful, Sam Atchley, record liaison for AMOA, said, ''Telling someone that 45s will always be here is like telling a blind man to cross the street when you know there is a bus coming!''

But even if CDs are going to completely replace 45s in the near future, there must be a period of transition. Record Source International intends to help with that evolution. A group of nine investors, led by former AMOA presidents Wally Bohrer and Dock Ringo, purchased RSI from Billboard magazine.

The intention is to sell 45s, which may not be available commercially, by subscription. ''When the jukebox subscriber gets his six records, for example, he now knows that they've been thoroughly and accurately tested. The records should be solid hits,'' explained Bohrer.

November of 1990 was dubbed ''Jukebox Month.'' AMOA kicked off a ''Jukebox Celebration'' for the nation's jukebox operators. This promotion followed a Valentine's Day promotion called ''Play Your Heart Out.'' The AMOA Jukebox Promotion Committee plans to continue to promote the jukebox nationwide. The group met during the recent AMOA show in New Orleans.

## The issue that wouldn't die

After being tied up in the courts for more than three years, the case of *Red Baron vs. Taito* seemed to be a dead issue when the Supreme Court refused to hear the case. The decision of the U.S. 4th Cir-

With other Wisconsin operators Wally Bohrer (l) and Jim Stansfield (r), Fred Weigel meets with Sen. Herbert Kohl.

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By their video lottery machines and new *CD Fire*: Evan Brink and Ron Plucker of Reggie's Bar-B-Q Restaurant.

cuit Court of Appeals was upheld: it is legal to buy and sell parallel printed circuit boards, but it is illegal to publicly perform (operate) them.

United Artists Theatres amicably resolved their differences with Taito over the use of parallel boards. UATA president Jon Daugherty agreed to remove all Taito parallel boards from its routes.

But it wasn't to be left alone. Although the Supreme Court refused to hear the case, Bill Beckham, who led the court fight to have parallel boards declared legal, was invited to speak before the Congressional Subcommittee on Intellectual Property. The purpose was to persuade the subcommittee to adopt an amendment to the current copyright law, allowing operators to publicly perform or use a parallel board.

No decision has been made as to whether or not a bill will be passed. However, the AMOA has been leading the effort.

Jack Kerner, president of AMOA, formed a new 16-member group called the Manufacturer's Council. "The idea behind the Manufacturer's Council is to enhance communication between AMOA and the manufacturers."

But even with the apparent efforts to enhance communications, the two groups—AAMA and AMOA—are suffering serious communication gaps. Hopefully, next year will see the two coming together to resolve their differences.

### Other happenings

The year 1990 will be remembered as a landmark year for pinball not only because it coincides with the game's 60th anniversary. The AMOA created an AMOA-IFPA (International Flipper Pinball Association) to promote the game.

The first big event planned by the IFPA is the "World Championships of Pinball" to be held in early 1991. Those involved are hopeful that the promotions planned will increase public awareness of the game, much like the jukebox promotions have done for music.

Another association, the American Kiddie Ride Association, was formed this year. This group promotes the unity and betterment of the kiddie ride industry. In addition, the association plans to offer a competitive insurance and financing package for kiddie rides.

### Farewell comrades

Each year we must say good bye to some of our own. This year we bid farewell to Marvin Roth, owner of Roth Novelty Co., who suffered a heart attack while driving home after a round of golf; Hoke Seymour, the founder of Seymour Music, who died at age 84; Tony Kraemer, a game designer for Williams/Midway, who died after being hit by a car while visiting locations to see how his new game was doing; John Zeglin, a valuable, long-time employee of Lieberman Music, who died of a heart attack; Joe Westerhaus Sr., founder of Pioneer Service, who was 78; August Van Brackel, patriarch of A. Van Brackel & Sons, who died at 78; and Jack Gordon, a prominent figure in the coin-op industry, who died of a heart attack.

### Home video

The concern that home video games were a negative influence on coin-op continued through 1990. Most operators have resigned themselves to the fact that home games are here to stay. Many still believe that home games have helped create an awareness of video games that extends to arcades.

For example, in homes where the Nintendo Entertainment System was purchased for kids, 61 percent of the adults now participate in video game play. Eighty-nine percent of parents make their purchases based on the toy's ability to promote family interaction. It points out that parents, once turned off or intimidated by video games, are more willing to play them at home. In turn, when the time comes to bring their kids to an arcade, they will be more comfortable to take part rather than standing aside and watching.

Manufacturers, many of whom produce games for both coin-op and home, had a few opinions of their own. Joe Morici, of Capcom's consumer division, said, "I disagree with operators who think that home games are taking away from the business; they support the business."

Paul Jacobs of SNK adds that the technology of home games is not quite as good as coin-op. "Certainly the improvement is great; still, the graphics and memory capability in coin-op games are far superior," he said.

Frank Ballouz of Fabtek/Irem disagrees somewhat, saying, "I wouldn't say that coin-op technology has been totally neglected, but the quality of graphics in some (home systems) equals, and in some cases surpasses, coin-op graphics."

But Ballouz adds that there are still some things that you just can't get for the home. "Look at simulator-type games. You can't get anything like this at home. So although I'd say coin-op may have fallen a little bit behind, there are companies that are looking to move forward and take things to the next level," he said.

Another issue that continues to draw attention is raising the price per play of coin-operated machines. Since quarter play was instituted more years ago than we care to imagine, it has been next to impossible for operators to go any higher on what they can charge players. Of course, the reality of it is that it would be very difficult, if not impossible, to charge anything less than two quarters. Since a quarter today is worth about seven cents in buying power, two quarters does not seem unreasonable.

Pinball operators have tried raising the price, but few are willing to stick with it. "I've tried to go to 50-cent play, but my competition forces me to go back to 25 cents," laments one operator.

Tim Wolfe offers this player's point of view: "Don't let location owners wear you down on reducing the price from 50 cents to a quarter. Operators cannot let location owners dictate game pricing. Fifty-cent play is necessary — case closed." □

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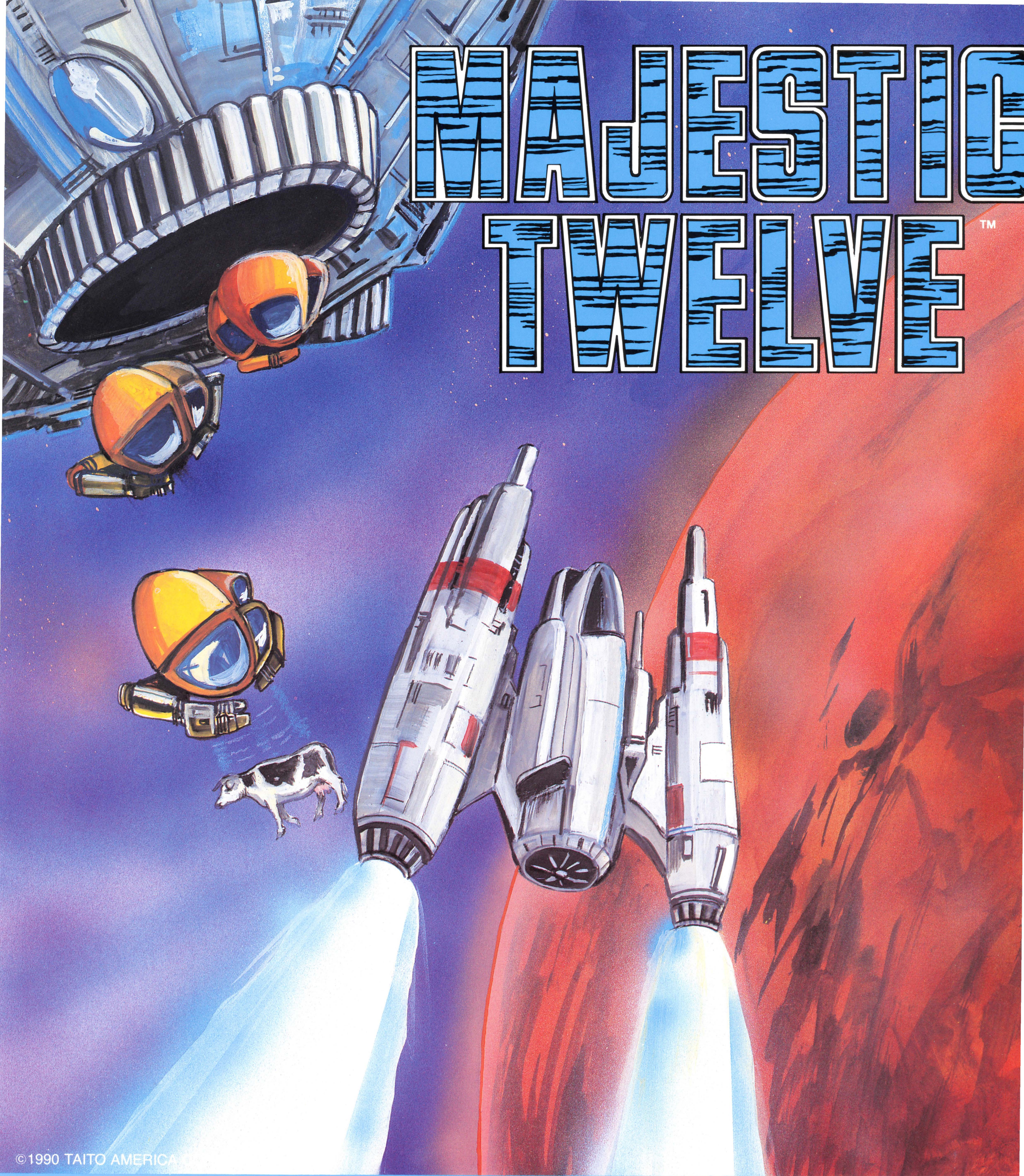

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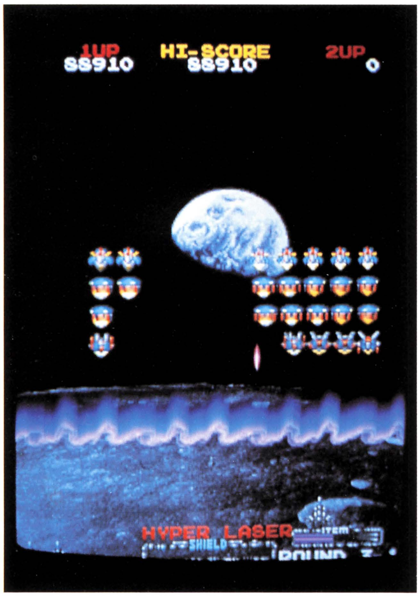
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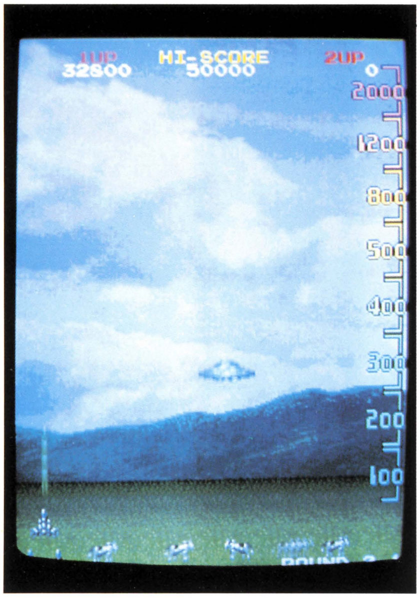
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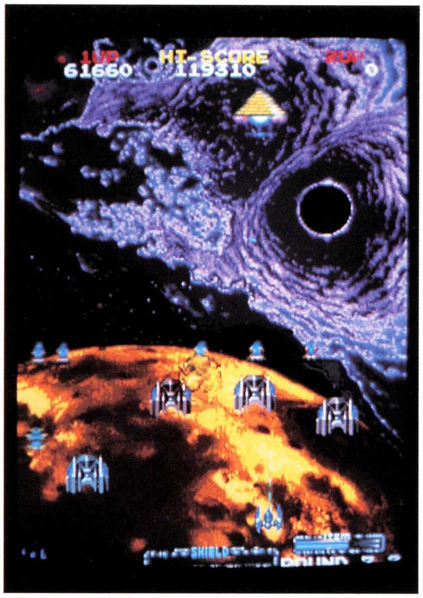
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ITEM
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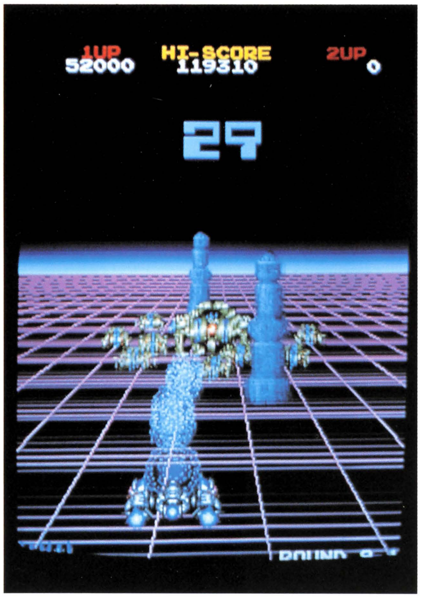
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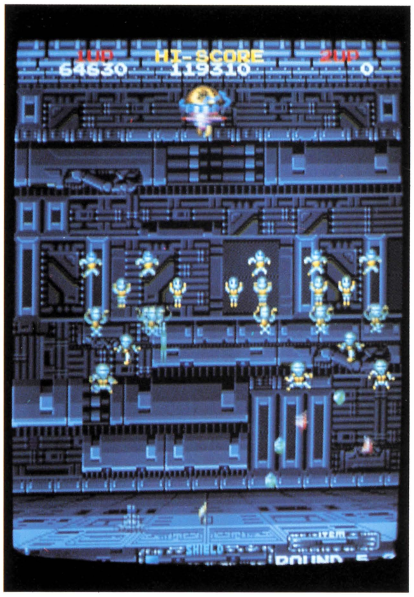
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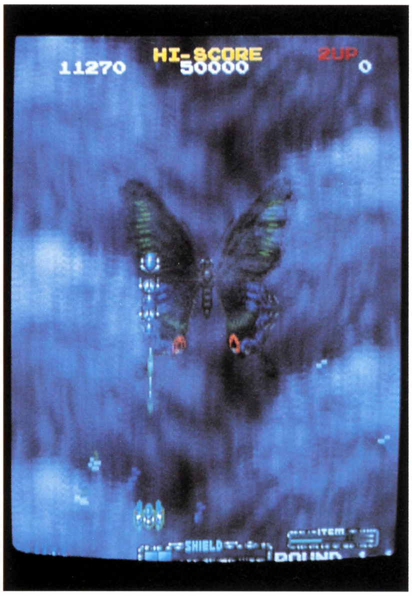
11270
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**Valerie Cognevich**

# Bob Nims

*Bob Nims of Lucky Coin Machine Co./AMA Distributors in New Orleans was our Coinman in Play Meter's December 1980 issue. At that time Bob was the outgoing president of AMOA and had been active in the jukebox license fee negotiations. Ten years later, Bob was once again involved in negotiating with the performing rights societies on a new licensing agreement, which was finalized this year.*

Bob is very proud of having been a part of the AMOA Jukebox Administration Subcommittee, composed of, besides Bob, Wally Bohrer (chairman), Dock Ringo, John Estridge, and Dick Hawkins. They negotiated the new agreement with ASCAP, BMI, and SESAC. We asked Bob to share his insights on it.

Bob was also active in the recent efforts to have video gaming machines legalized in Louisiana. Although the bill missed being passed by a narrow margin, he is confident that it is only a matter of time before the machines will take their rightful place in Louisiana, as well as many other states.

Bob has been in the coin machine business since 1942. He joined AMOA in the early '60s because he felt that he wanted to support the national association, fighting what he thought were unreasonable demands by copyright owners. As president of AMOA during the peak of the copyright struggles, Bob was kept pretty busy. He's still busy working for the industry he has made his career.

Bob's wife, Jerri, is still a principal officer and driving force in the company.

**You said that AMOA began working toward a reasonable and workable alternative to the jukebox copyright law in 1983.**

In 1983 AMOA had legislation introduced in Congress that would have changed the jukebox copyright law. We didn't pass the legislation, but this gave ASCAP and BMI a good reason to sit down with AMOA and the jukebox industry to try and resolve the problems we were confronted with.

**What was that legislation all about?**

It would have put a one-time license fee on jukeboxes. It would have been a higher fee, but it would have been paid by the manufacturers, who agreed to it. The thrust behind that was that eventually, within a period of seven or eight years, every jukebox would be licensed. No one would have to worry about enforcing the law.

The facts that I discussed in the Coinman Interview 10 years ago concerned the tremendous problems we had with the existing law. There were too many problems for the law to work. The performing rights societies had to enforce the law. However, the only way they could enforce it was to invoke lawsuits against operators. In every case where there was a violation, they had to take legal action, which was an impossible situation.

**How many cases do you estimate were filed against operators?**

I don't think I'm qualified to take a guess. But in conversations that our negotiating committee had with their negotiating committee, we found out that there were a considerable number of cases. In the last few years, in particular, BMI became much more aggressive than they were initially. These cases cost a lot of operators a great deal of money.

**Back when negotiations first began in the late '70s, there was no relationship between AMOA and the performing rights societies. How has that relationship changed?**

Ten years ago, a relationship—the ability for operators to sit down with ASCAP and BMI—was non-existent. They didn't understand our business and we didn't really understand their business. There was absolutely no understanding between

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either party. Then in 1983, when the legislation was introduced to change the copyright law, this initiated our relationship. We mutually decided to try and work out our problems.

One of the major problems was that the license fee had increased from $8 to $25 in a two-year period, then went to $50. It caused serious non-compliance, although we had had a relatively high rate of compliance when the fee was $8. Fifty dollars was such a hardship that it not only caused non-compliance, but it alienated the operator with the copyright societies.

**So this brought the two groups together face to face?**

Then we sat down to negotiate a settlement. ASCAP and BMI finally agreed that every operator who bought licenses for his jukeboxes, for the two-year period when the license went from $25 to $50, would get a 20 percent refund or $10 per license. This returned nearly a million dollars per year to operators for two years. Two million dollars is pretty substantial!

**How did you get involved in these new negotiations?**

During the 1985 negotiations, we felt that we had initiated a better understanding between the performing rights societies and AMOA. There were a number of problems we both had with the law. AMOA formed a committee that originally consisted of three people: John Estridge, Dock Ringo, and me.

We started meeting with ASCAP and BMI to iron out some of the problems. We managed to get the size of the license reduced to fit on one title strip space. It may seem like a small thing but it made a difference to operators. Another thing was transferability of the license. Not being able to transfer a license had been a major headache for operators. It was just another reason that made it hard for operators to comply with the law. Once ASCAP and BMI learned about our business, the more understanding they became. On the other hand, when we realized their problems as far as enforcement and compliance, we had a better understanding of them.

**When did the idea of an amnesty program come up?**

What happened was that a couple of years ago Congress passed the Berne Implementation Act, wherein the United States would recognize the copyright law under the Berne Convention. What that basically amounts to is that the user of the copyrighted music would have to negotiate his fees for the use of it with the copyright owner. In the case of jukeboxes we have a compulsory license, passed by Congress.

When the Berne situation came up, AMOA was successful in maintaining that compulsory license. However, what it amounted to was that now we have our choice of what would be better for the operators, either to negotiate a license directly with ASCAP, BMI, and SESAC under Berne or continue under the compulsory license. What we did (over a period of a year) was negotiate a 10-year agreement for the jukebox operator, not under the compulsory license but under Berne.

One of operators' biggest fears was that if they went for five or six years without paying and then jumped up and sent in for licenses, ASCAP and BMI would send someone to their doors asking, "Where have you been for the last five or six years? You not only owe us for this year but you owe us for all the other years."

During the negotiations ASCAP and BMI realized that this was a real deterrent and a real fear that had to be set aside. That's why they agreed to amnesty. The amnesty was originally supposed to end June 1 but they extended it two months to Aug. 1.

**It's a little confusing. Is it still considered a compulsory license?**

It is not a compulsory license; it's a negotiated license. We could have stayed with what we had. But the license fee and the license agreement that we negotiated solved practically all of the problems for the jukebox operator. They also solved the majority of problems the copyright owners had with the law. Amnesty was just one thing.

We negotiated the amnesty clause along with the agreement so that every jukebox operator in the United States, even if he had never complied and wasn't in litigation as of March of this year, could license his jukeboxes. Another part was that if an operator operates 20 or more jukeboxes his fee is actually lower than it was before.

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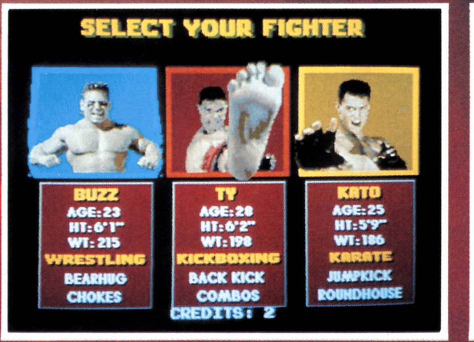
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KICKBOXING
BACK KICK
COMBOS
KATO
AGE:25
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WT:186
KARATE
JUMPKICK
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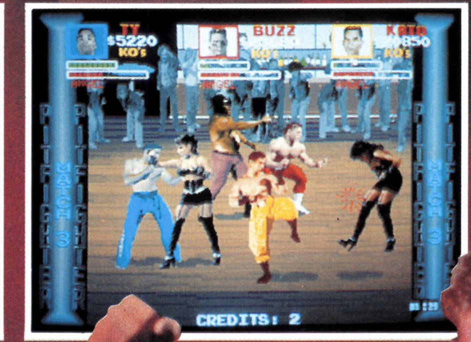
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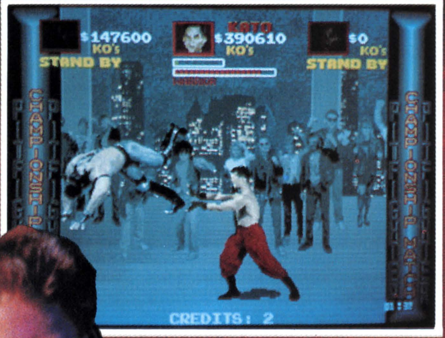
Up to three can play!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In this day of real dollars, who would think we would be able to do that? We were able to because we feel that under the new agreement we will have higher compliance.

**What is your understanding of what is going on with those that were still in litigation?**

Each case has to stand on its own, of course. The understanding that the AMOA team has with ASCAP and BMI is that they would try to settle all existing cases as quickly as possible. If they had a problem and we could help them get it settled, we would. I think that most of those cases that were in litigation at the time the agreement was made have now been settled. You can't ask someone to be more fair than the performing rights societies have been.

**So what would happen if someone wanted to license their jukeboxes now?**

I really don't know. I feel, though, that ASCAP's and BMI's major thrust this year is to get everyone licensed, not collect a lot of penalties or hurt anyone. The more jukeboxes we register, the lower the license fees become. Conceivably, we are looking at license fees decreasing instead of increasing. Now we have a good law, a good agreement, and the people will comply. If we get 100 percent compliance, the fees will be driven down.

**If you look in the "Readers Response" column this issue, you will see a letter from an operator who feels that no one is doing anything to force locations who own their own jukeboxes to license them. He feels that the mom and pop locations only laugh at him when he mentions getting a license. Will there be more enforcement under the new agreement?**

Operators can report non-licensed jukeboxes to the Jukebox License Office, where they send in the money for their licenses. They will see to it that it is taken care of. Under the new agreement the operator that buys his license is not going to be penalized because someone else doesn't. Either an ASCAP, SESAC, or BMI representative can walk into that location, give him the information, have them fill out the application, collect the check, and send it in right then.

Before, they couldn't do that. They had to go through the copyright office. Any enforcement had to be in the form of costly litigation, not only for them but for operators. You will find that as of right now, ASCAP, BMI, and SESAC are going to be a lot more aggressive than they were able to be in the past. When their representatives are in locations checking on background music, etc., they can also check the jukebox and take care of that problem. Whereas before the representatives really weren't involved in jukeboxes, now it will be another part of their job.

> ***"Ten years ago a relationship—the ability for operators to sit down with ASCAP and BMI—was non-existent."***

**How is the money divided up among the performing rights societies?**

I would have to answer it in generalities. Prior to the new agreement, the copyright office collected the money from operators. The following year the Copyright Royalty Tribunal would hold hearings, where the copyright owners would either have to have an agreement as to what they thought was fair or the CRT would decide for them.

ASCAP, BMI, and SESAC have already agreed on what their shares will be under Berne. They figure administrative costs and the number of songs. They take surveys and log songs that are played on the radio all over the United States.

**I have a hard time understanding how they can get the money to those that deserve it.**

It's difficult for you or me to understand. These questions have been asked a number of times by AMOA. When I was president of AMOA, we certainly asked that question. We felt it was an unanswered thing. How did we know that the songwriter that belongs to one of the groups is getting renumeration for his songs through the payment of the copyright fee? They do get a relatively good feel of what's being played. Therefore, they can channel the money in the right direction.

I'm sure there are songwriters who write songs that get on jukeboxes that get little or no renumeration.

**Why didn't they just increase the mechanical royalty fee?**

That fee is figured in the cost of the record to the distributor when the record company sells it. It goes to the copyright owner automatically. ASCAP and BMI don't collect that. One of the major proposals that a lot of people thought would work was to raise the mechanical fee. There were a lot of arguments against it. They must have been good arguments or we wouldn't be where we are today. We also thought putting the one-time fee on a jukebox was a good idea.

**What would you say to a group of operators who hadn't licensed their jukeboxes?**

I'd say license your jukeboxes and be a part of this agreement. It isn't fair unless everyone licenses their boxes. If you don't license them, you lose the right to license under this agreement for the current year and the year after. That means that you have to comply and negotiate your own license with ASCAP, BMI, and SESAC. That license fee could be as high as $500 per machine per year. That's not even including court fees. It is totally ridiculous not to license your jukeboxes.

**Have the chances increased of them getting caught?**

I would hope that most of those who hadn't licensed their jukeboxes came in under the amnesty provision. However, if they haven't done so, there is little or no chance that they won't get caught.

The operator who sent the letter that we talked about earlier is one of the significant reasons why AMOA negotiated this new agreement. There were many operators who resented licensing their jukeboxes, only to see unlicensed ones down the

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street. ASCAP and BMI are totally aware of this and have a better understanding of the business. They have assured the operators that they will get those unlicensed jukeboxes. We assume there could be as many as 40,000 location-owned, unlicensed jukeboxes in the United States. Now I can assure you that ASCAP and BMI will get around to every one of those jukeboxes.

**Let's move on to the subject of video pokers. How did the drive to legalize video pokers begin in Louisiana?**

I would say it started about four years ago. The video draw poker game is popular adult entertainment. It should have a legal place within our industry. Eight years ago Montana legalized the machines and it's been very successful. Now South Dakota has legalized it. Others are seriously thinking about it.

Times are changing; adult gaming and entertainment are not looked down upon any longer. They thought it would hurt the amusement business. However, today we are in a different age. We are in the age of computers. Now that legislators and operators are finding out that video draw pokers can be operated with honesty, security, and integrity, all the reasons we should not have them legal are now negated. Every quarter can be accounted for. Computers are basically infallible. The taxes that are to be derived for the state and local governments are paid to the penny. I would say we are in a new stage. We have explained this to our legislators and came close to passing the legislation in Louisiana.

**What are the chances of getting it passed next session?**

We had a good law and a well-written piece of legislation. Anything concerning tax legislation cannot be introduced in odd years. Therefore, this legislation will have to wait until 1992. Now that the lottery has been approved and will be in place, it will set up a situation where other adult entertainment or gaming could be legal in the state.

**You had mentioned that other states are making efforts to legalize video gaming. How does Louisiana's efforts compare to others?**

I think its very comparable. The piece of legislation that was introduced to legalize the machines was based on the Montana law, with some improvements. It called for better regulation, among other things. Montana, now that it has been in operation with legalized video pokers for eight years, has more or less become a model for other states to look at and draw from. I think most other states have used Montana legislation with modifications that apply to their own areas. It works.

**Have you heard any negative opinions about legalizing video pokers?**

We are in changing times, and the negative response you hear is from those who don't want to see the change in the industry as we know it. However, with the ability and technology we have today, everybody I talk to that is in a situation where games have been legalized say it was a change for the best—for local government, for operators, and anyone else involved. It's a matter of taking your time to make sure you dot your i's and cross your t's. There could be negative things, but if you are careful and learn from other's mistakes you can do it where it will be mostly positive.

**Can you see a snowball effect as more and more states legalize video gaming equipment?**

I don't see having a snowball effect, per se. "Snowball" is pretty broad word. But I would think that as more states legalize it you will find other states doing the same thing. Later on you will find quite a number of states in the fold.

**Hasn't AMOA formed a committee to study legalizing the machines?**

Yes, it's the Truth in Amusement Committee. They are working with another association called NAGRA, the North American Gaming Regulators Association. These people are involved in regulating gaming. AMOA's committee has set up a list of guidelines and how to go about legalizing adult video gaming. NAGRA had a meeting in New Orleans during the AMOA. One of their guest speakers was the author of our video draw poker legislation in Louisiana, Rep. Emile "Peppi" Bruneau.

**You said 10 years ago that the turning point in your business was when you started operating pool tables. How do you feel about that part of your business now?**

Pool tables became a very stable part of our business, along with the jukebox. Most operators will agree that the dependable part of their business is pool and

*"A few are trying to target some of their games toward adult locations."*

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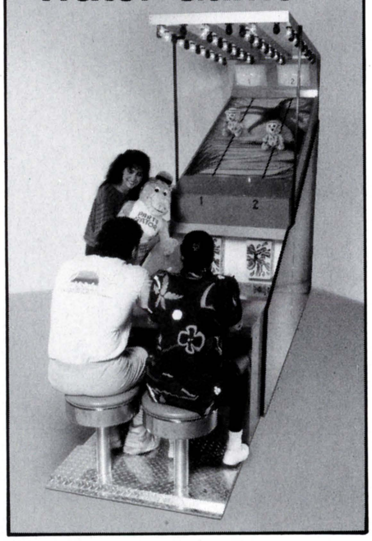

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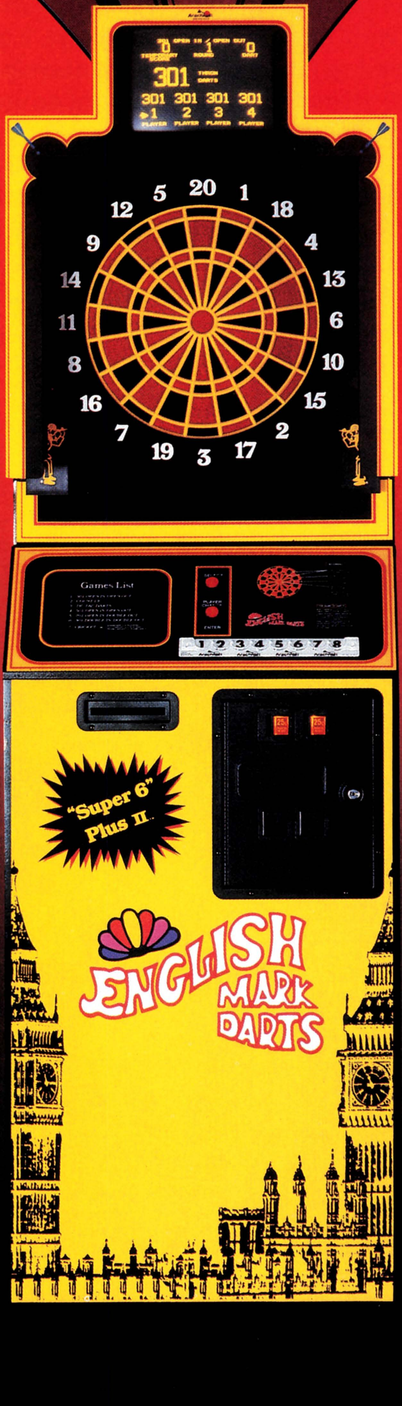

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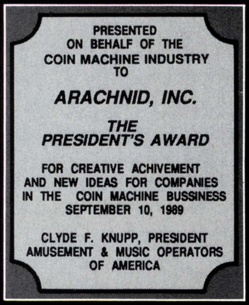
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jukebox income. The novelty end of the business, which includes video amusement games, is exactly what it says—it's a novelty. So what happens is that it's here today and gone tomorrow. Pool and jukeboxes are the basic part of this business. In states like Montana and South Dakota jukeboxes and pool tables have expanded to adult video gaming entertainment.

This is one of the changes that will happen in the industry: the operator must survive and keep his business operating on a basis where he can compete with other business enterprises. When I say other enterprises, I don't mean within this industry. To compete with other businesses you have to offer your employees the same base salaries, the same money, the same benefits, and the same fringe package that your competition might offer. If you can't do that you are in trouble. Unless you are operating at a profit you are not able to do the things for your employees that other industries are able to do for their employees.

For this reason, we really need video gaming for our state and for the country. It's not something that's not accepted today.

**Would you have felt different about it 10 years ago?**

Positively. A lot of people did feel different about it 10 years ago. In fact, some still feel different about it. However, you have got to make the changes with the times in order to be progressive and operate a profitable business. As I said, we are in changing times. Only those who are willing to accept the changes will be successful.

**What other changes do you see?**

One of the biggest changes involves the locations. The bar and lounge locations are in trouble. People are changing their habits; you have Mothers Against Drunk Driving, and it's just not cool to drink anymore. AMOA and the industry have taken stands against drunk driving.

**Is the industry in a position to offer those locations something to enhance their businesses?**

We must offer those locations something to get their customers in for reasons other than just drinking. You have to have adult entertainment centers with alcoholic beverages served. You must provide entertainment. Jukeboxes and pool tables are good, but you need something else, because we are talking about adults when we talk about alcoholic beverages.

Adults are not intrigued by novelty games. Take a *Teenage Mutant Ninja Turtle*, for example, which was undoubtedly the greatest video game of 1990. Put it in a pure adult location and no one will play it. It's geared toward kids. That's where we are right now. Things are changing and we have to find a way to change with them.

**I won't ask what you think we'll be talking about if we do an interview 10 years from now, but what do you see for the immediate future?**

I see it very highly competitive—not necessarily competitive with fellow operators but with other entertainment businesses. There is so much competition for the entertainment dollar that we have to be able to offer our customers and our accounts something a little different. That's why some form of adult video gaming is so important for operators.

**I've heard operators say that there aren't enough "bar" pieces—period—whether it's video gaming or just video games.**

It's true. But manufacturers are starting to recognize this. A few are trying to target some of their games toward adult locations. Take Premier Technology, for instance. This spring it introduced a new line of street location pinballs that are more conducive to be played by adults, compared to the arcade pinballs with all the lights, ramps, whistles, etc. Premier pinballs are more basic, sell for less, and get the players back in competition, where the loser will buy the drinks or something like that. It's a step in the right direction. The operators really need that. ☐

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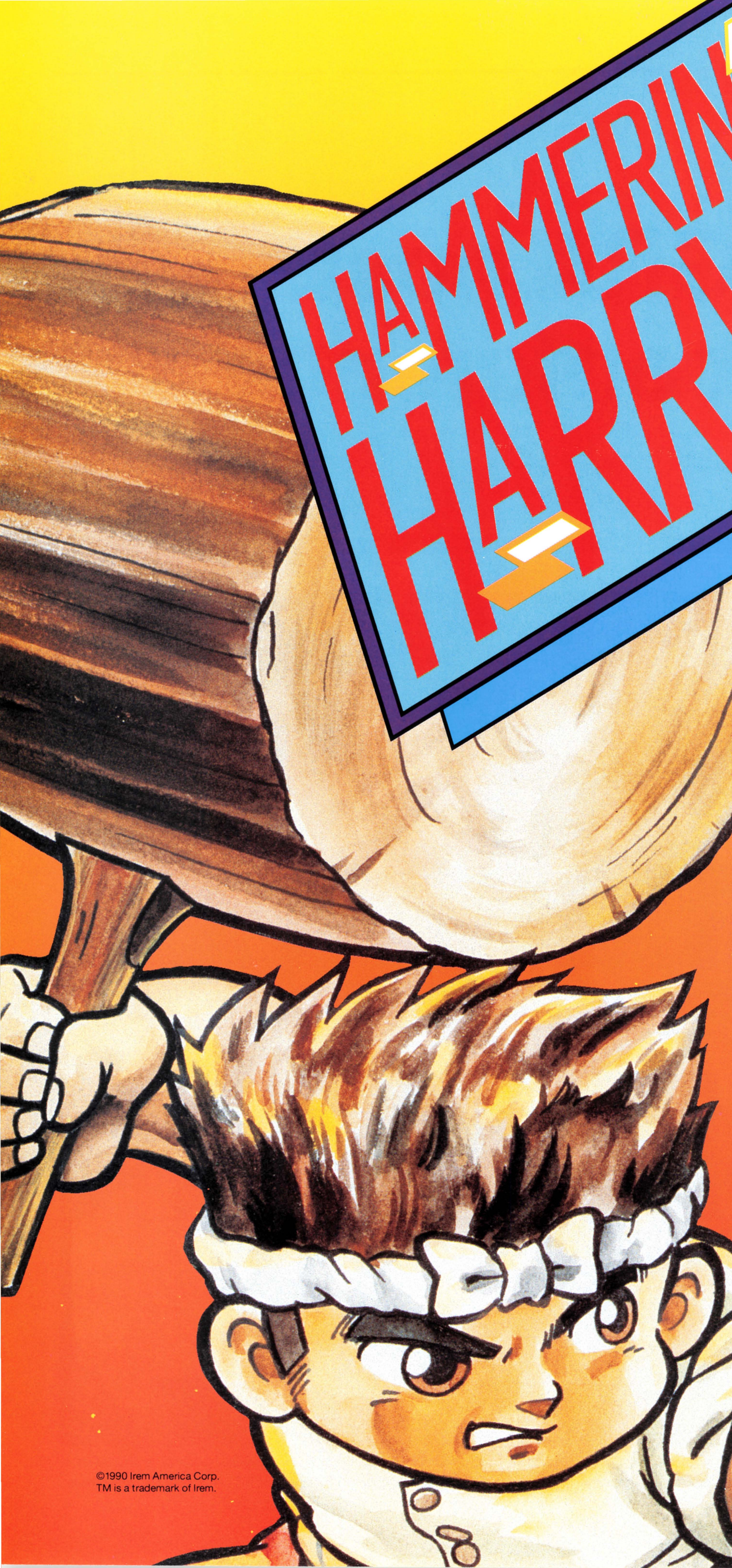
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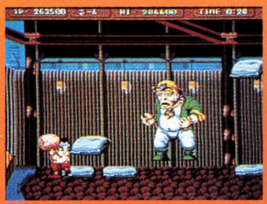

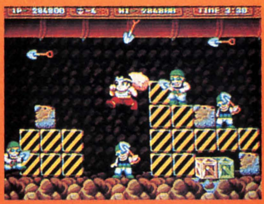

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# NAGRA hosts fall conference

The North Atlantic Gaming Regulators Association (NAGRA) held its annual fall conference at the New Orleans Marriott Hotel on Oct. 24-27. The timing was not coincidental with the Amusement and Music Operators Association (AMOA) Expo '90, but planned in advance to afford NAGRA attendees an opportunity to tour the exhibit floor.

After visiting AMOA Expo '89 in Las Vegas, NAGRA officials were interested in learning more about the coin-op amusement industry and video gaming. NAGRA and AMOA representatives subsequently worked together on a handbook of video gaming guidelines titled, "Standards on Coin-Operated Video Gambling Devices."

NAGRA's agenda included reports on pull-tab standards, Indian gaming, a survey of gaming activities, electronic game technology, bingo regulation, and illegal gambling.

AMOA was represented at the session on electronic game technology by Wally Bohrer of Hastings Distributing. Bohrer, a past president of AMOA, is active in the Truth in Amusement Committee of AMOA (soon to be absorbed by the Government Relations Committee).

Also present for the coin-op entertainment industry: Bill Treger of Betson Enterprises, former bureau chief and chief investigator for the New Jersey Bureau of Amusement Games Control.

At the start of the conference, Roger Franke, president of NAGRA, invited

**From left: Chuck Koppang of the Manitoba Lotteries Foundation, John Chalmers of the Ministry of Consumer and Commercial Relations in Toronto, Ontario, and John Jacobson of the National Association of Fundraising Ticket Manufacturers.**

**After the member update, (l-r): Fred Brunn of International Totalizator Systems, Dave Kading of the Los Angeles County Sheriff's Department, Roger Hirsch of the Nebraska Department of Revenue, and Bill Treger of Betson Enterprises.**

member states and Canadian provinces to give an update on activities in their areas. Among the topics covered were bingo promotions, charity gaming, Indian gaming compacts, pull-tab bar coding requirements in some jurisdictions, and casino games (where accepted and restricted).

The audience included many members representing Indian tribes throughout the country. The chairman of the Indian tribes of Washington state said, ''Money raised from gaming activities is devoted to social and educational programs for the tribes. The gaming halls provide jobs for tribe members, their spouses, and other local citizens, such as off-duty policemen. We are interested in advancement for our people. We have a good relationship with the state of Washington.''

Tony Hope, chairman of the National Indian Gaming Commission, addressed one of the Indian gaming sessions.

On a non-business note, NAGRA did not bypass the flavor of New Orleans, but accentuated it with a Creole cooking class and social activities that included a riverboat dinner cruise.

NAGRA's spring conference '91 will be held in Edmonton, Alberta, Canada; the fall conference '91 will probably be held in upstate New York. Exact dates on both of these events will be announced in the near future. ☐

ONEIDA NATION

**Dennis Gallagher of Arrow International joins Janice Hirth of First American Games, a division of the Oneida tribe of Indians of Wisconsin.**

**Leonard Mahoney (l) of the Massachusetts State Lottery Commission and John Adams of the Nebraska Department of Revenue.**

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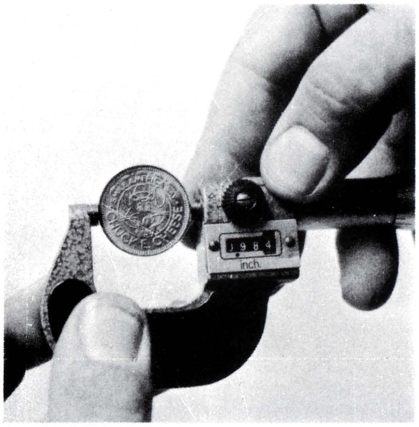

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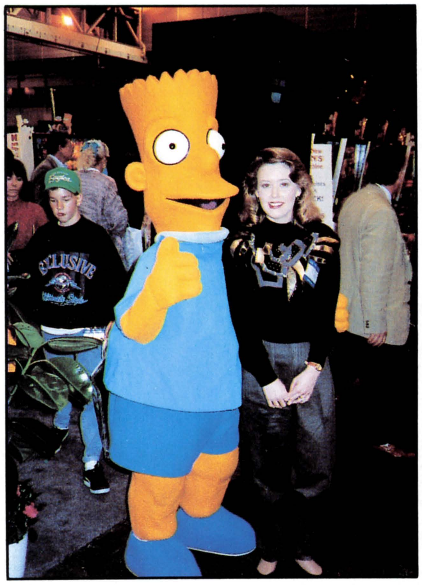

# AMOA EXPO

### Pinballs/Jukeboxes/Table Games/Darts

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# '90 WRAP-UP

**Videos/Systems/Cabinets**
**Valerie Cognevich**

**Pokers/Redemption/Novelty**
**Bonnie Theard**

# Simpsons deliver top pin, man!

Remember, in the not too distant past, when AMOA shows were abuzz with excitement over the latest and greatest video games? Remember when the booths were jammed with people who couldn't wait to zap or karate kick the evil nemeses into oblivion?

Standing nearby, in booths hardly resembling beehives of activity, were the pinball manufacturers. Oh, how they longed for the day when the cycle would again turn, placing *their* product at the forefront of operator interest.

The worm began to turn in the late '80s. Where once it wouldn't have been difficult to get on one of the machines, show attendees started standing two- and three-deep for a shot at pinball bliss. This trend continued at AMOA '90.

Data East Pinball, fresh off successful runs with *Phantom of the Opera* and *Back to the Future*, continues to capitalize on the name-recognition advantages provided by licensing. There isn't a more popular family on television than the irreverent Simpsons, led by fourth-grade terror Bart Simpson. It was little wonder, then, that Data East's *The Simpsons* captured the lion's share of attention—and AMOA's "Hit of the Show" award.

Data East did a masterful job of generating excitement at its booth. Players reaching the required score were awarded Simpson T-shirts. Many among the eager throng were kids, who've made the rebellious Bart Simpson into sort of a modern-day James Dean. They went gaga over the opportunity to meet a life-sized version of their hero and take pictures with him (as did many adults, for that matter). And on Saturday, creator Matt Groening came by to sign autographs.

"This is the most phenomenal pinball I've ever been around, in terms of test collections and the excitement it has generated," said Gary Stern, Data East Pinball's executive vice president and general manager. "It's the kind of game a guy like me lives for. I could retire now and be happy."

Riding the Ultimate Behemoth Ramp twice in a row gives the player a mystery bonus, which can range from 500,000 points to Double Your Score. Multi-ball play brings two or three balls at once. All of this action takes place on a colorful playfield featuring the show's cast of characters.

*It's the kind of game a guy like me lives for. I could retire now and be happy."*

Never to be outdone, Williams utilized two genteel Southern belles for its booth, creating the perfect environment for its latest hit, *Riverboat Gambler*. The game is the creation of design team Ward Pemberton, Dwight Sullivan, and Pat McMahon.

"We tried to develop a game specifically for street locations," said marketing director Roger Sharpe. "This pin will enjoy an upward earnings curve. It will be a consistent earner for many years, not the kind of game that does well at first, then plummets."

*Riverboat Gambler* "deals out" casino favorites like Blackjack, Roulette, Slot, and Five Card Poker. The Lucky Lady Slot Machine rewards players up to three million points and a Second Chance Extra Ball. Achieving consecutive Winning Streak loop shots gives players the chance to play the Slot Machine and begin two-ball multi-ball.

There's a special control panel for players to try their hand at Roulette, which kicks in after accumulating 100 chips. Scoring "21" at Blackjack lets players collect points and chips progressively—as long as they don't bust. Spelling C-A-S-I-N-O yields two million points. And reaching the top of the backglass Win Meter gives players a shot at the jackpot, which can reach over nine million points. There is a catch: players must be willing to risk half of their chips on Roulette for a crack at the motherlode.

Bally/Midway's *Dr. Dude and His Excellent Ray*, like the previously mentioned pins, was a "stand-in-line-and-wait-your-turn" game. Designed by the team of Greg Freres, Dennis Nordman, and Bill Pfeutzenreuter, it brings an original, lighthearted comic book theme to life on a playfield filled with features.

When players advance the Dude-O-Meter to "Super Dude" status, they are entitled to go for the Gazillion shot, i.e., a potential for multiple millions. Attaining such desirable characteristics as the Gift of Gab, a Magnetic Personality, and the Heart of Rock 'n Roll (all targets) scores points. Taking a spin in the Molecular Mixmaster, a self-contained playfield feature, lets players rack up more points; it also activates the Excellent Ray.

Other features include two-ball multiball; game carry-over; multiple jackpots; different sets of rap lyrics; dazzling graphics; and an all-new "Optrix" backglass panel. Sharpe said, succinctly, "It looks like another winner from Bally/Midway."

Premier/Gottlieb, continuing with its

Young drivers loved the Kiddie Rides USA booth.

Linda Fernandez and Warren Asing of Fernandez Fun Factory by Smart's *Clean Sweep* triple crane.

Meltec's *Big Mouth* is ever-popular.

Mad Dog McCree

*Mad Dog McCree* made its debut at the Betson booth.

Nancy and Walt Hampshire of World Wide Enterprises join Marie Silcox of Central South One Stop.

PLAYER'S TOUCH

By the *Player's Touch* poker game, (l-r): Jim Pietrangelo and Bob Harzer of SMS and Barry Potashnick of Warehouse of Games.

playfield theory that "less is more," exhibited *Title Fight*. This boxing-themed pin features animated pugilists in the lightbox. It encourages competitive play by offering secondary scoring for punches landed. Landing consecutive roundhouse blows via the Roundhouse Ramp adds to the scoring; a series of uppercuts rewards extra rounds. The question: will you land enough punches to become champion, or will you pull a Buster Douglas and end up just another contender?

The company also showed prototypes of two novelty/redemption pieces: *Nudge It* and *Bell Ringer*.

So what is the status of pinball these days? Again, Roger Sharpe: "Pinball was the focal point of the AMOA show, along with redemption. I think pinball is and will continue to be the salvation of the industry, but operators need to do a better job of promoting the games." ☐

# CD jukeboxes take center stage

Sure, vinyl jukeboxes can still be found in countless locations nationwide, and laser disc technology is making more of a market presence. But make no mistake: the jukebox manufacturers will be hanging their collective hats on dedicated CD boxes for the forseeable future.

Which manufacturer offers the best package of sound, looks, affordability, and reliability in a CD jukebox? That question isn't ours to answer. Suffice it to say, though, that jukebox operators seeking CD product never had a better selection from which to choose.

Rowe International exhibited its latest CD product, the *LaserStar Gold CD-100A* and *LaserStar CD-51*; both were unveiled at Rowe's distributor meeting in September.

Rowe considers the *LaserStar Gold CD-100A* its "jukebox champion." The sleek black unit has twinkling lights and is trimmed in gold. And, perhaps more importantly, the CD sound system has been enhanced.

Twelve full-size CD jackets are displayed, along with highly visible title strips; it's highlighted by step-framed, halo lighting. In the attract mode, the title pages can be set to turn automatically at predetermined intervals, or move to a specific page number.

Also, the unit can be connected to Rowe's *WallStar*, giving operators the advantage of remote selection in CD sound. It can also be hooked to the *CD DanceStar* for non-stop dance music. The bill acceptor takes $1 and $5 bills; there's a bill stacking capacity of 500 or, as an option, 1,000.

> ***"The jukebox manufacturers will be hanging their collective hats on dedicated CD boxes for the forseeable future."***

The *LaserStar CD-51* holds 51 CDs and is ideal for locations with space constraints. Six full-size CD jackets are displayed, along with the aforementioned title strips. The motor-driven pages can be flipped by push-button controls to display additional albums and tracks—up to a total of 51 CD albums.

It features a 2-1/2" x 32", easy-to-change panel that can hold a custom sign for the name of the location, promotions, etc. Like the *LaserStar Gold*, the *CD-51* can be connected to both the *WallStar* and *CD DanceStar*. The bill acceptor accepts $1 and $5 bills; the stacking capacity is 500. (Rowe also showed its CD/video jukebox.)

Antique Apparatus introduced its *Coca-Cola Limited Edition*, a jukebox featuring the classic Coca-Cola logo. Also, the company exhibited its familiar line of colorful jukeboxes, all of which contain "guts" from Rowe: *The Bubbler*, *The Gazelle*, and *The Peacock*. *The Gazelle* now comes in either a CD or 45 rpm format.

Pioneer Laser Entertainment raised the curtain on its *LJ-V66 LaserDisc* jukebox at the show. Modeled after Pioneer's Japanese and European video jukeboxes, it offers an inventory of up to 60 music videos (on two 12-inch LDs) and delivers CD-quality sound—along with a picture that's 60 percent sharper than ordinary videocassette sources, according to PLE.

The company's monthly software program provides a compilation of the hottest music videos; they are available for play in locations before the songs peak on music charts. The music is procured through an exclusive arrangement with Diamond Time Ltd., an international music clearinghouse.

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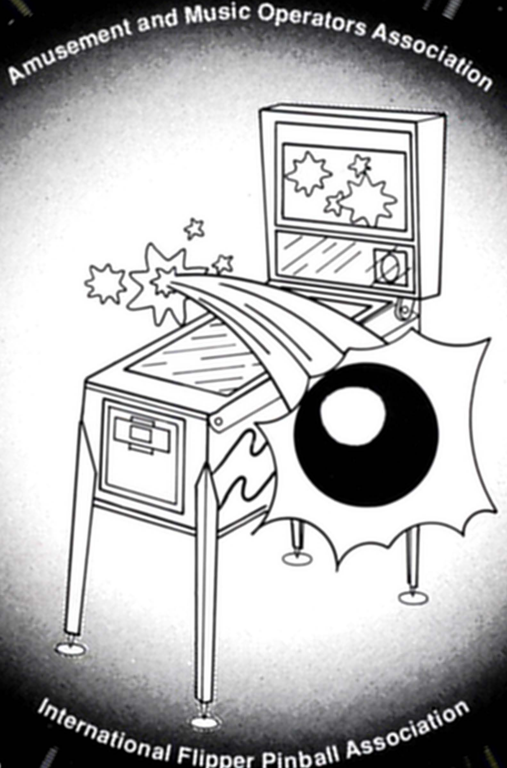
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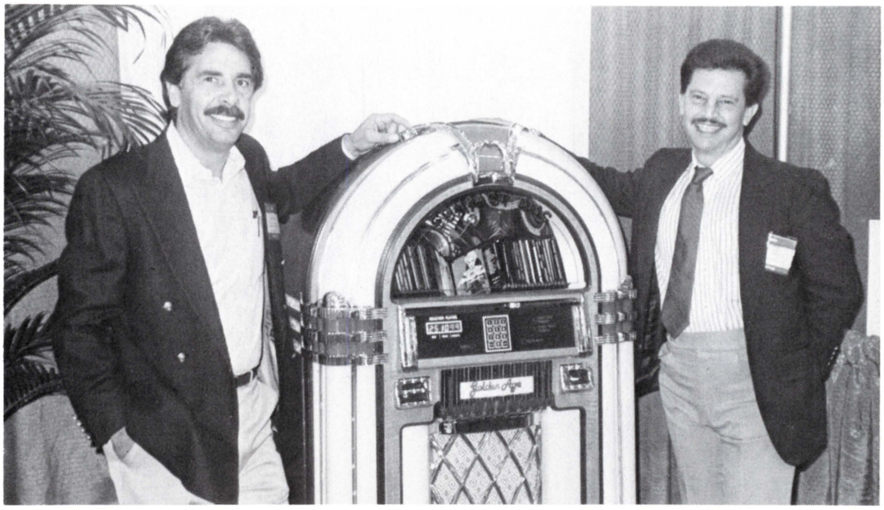
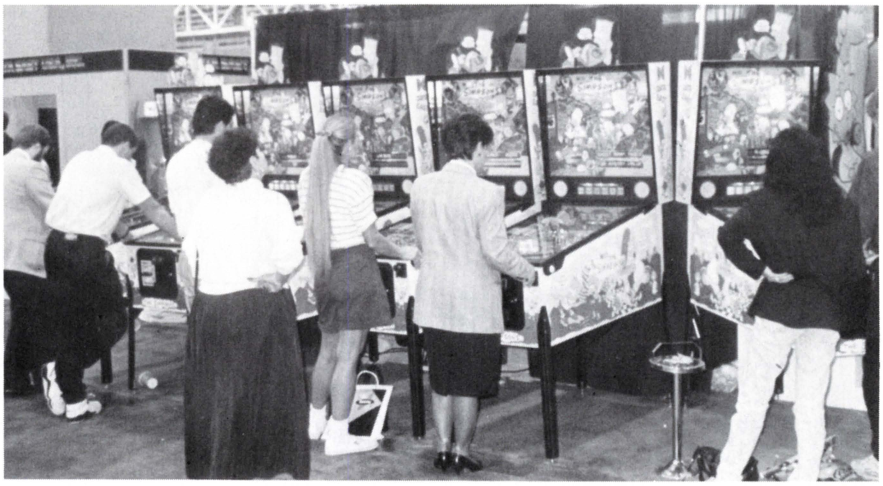
Steve Chernin of S.O.S. (l) with Carl Stone of Custom Amusements.



Mario Lombardo (l) of Golden Age Jukebox with Howard Kopelson of Future West by the *Classic CD*.

Williams
Ball way
Ser Dept.
121-135, 128-132,
We gave to the
Hesch Scholarship

Greg McKay (l) and Jim Belt man the Williams/Midway service booth.



Trying to play one of Data East's *Simpsons* pins was no easy task!

Race Drivin'

Atari's *Race Drivin'* was a big attraction.

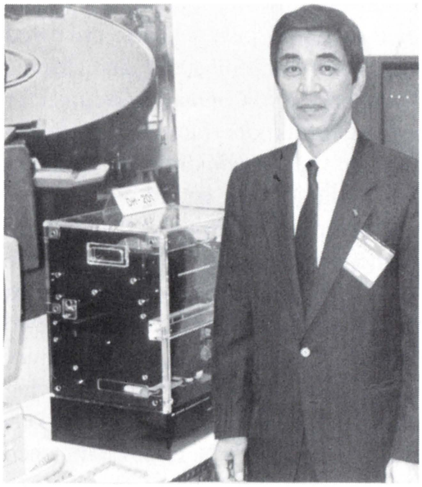
(L-r): Brian Duke, Richard and Susan Scherer of Oakland Vending, and George and Laurie Karas of Coin Amusements.

By the Sound Leisure/Micro Mfg. *Mardi Gras* jukebox, (l-r): Sound Leisure's Alan Black and Kevin Moss, Micro's Jon Yarbrough, and Chuck Ryan of Money Makers.

At the Skee-Ball Kiddie Korner, (l-r): Bill Stahl, Dennis Keeny, and Alec Sprouse.

NEW ORLEANS CD

Wurlitzer's Jerry Reeves (l) and George Seidel flank the *New Orleans* CD jukebox.



JVC's Takayuki Aoki beside the company's new CD system.

FIRE Fighter
NEW

By *Fire Fighter*, (l-r): Joe Tunney and Rhonda Fletcher of Coin Concepts with John Joplin of 4-Your Amusement.

DOUBLE DRIBBLES
Doyle

A youngster can't resist *Double Dribbles* from Doyle/Betson.

PLE also showed its *CJ-V55 CD* jukebox, first exhibited at ACME '90.

NSM/Loewen-America had a booth full of new product. The four latest ''HyperBeam'' CD jukeboxes are the *Silver Sky, Silver City, Fire Bird,* and *Fire Country*.

*Silver Sky* is the company's flagship jukebox; it features a wide palette of colors, ''pulsating stars'' animation, and a visible mechanism. *Silver City* is NSM's lower-priced alternative to the *Silver Sky*. It boasts a sleek design and is fitted with the same full-featured system as the *Silver Sky*.

The two new *Fire* models are complete jukeboxes (except for speakers) that mount on the wall. *Fire Bird* has features attractive to upscale, contemporary locations: sculpted peacock art, mirrored glass, color-burst pilasters, and chrome adornments. *Fire Country* is designed for locations with more traditional motifs. It sports woodgrain mouldings and sprays of gold, burnt oranges, and red.

All of these ''Hyperbeam'' boxes have an improved changer mechanism, the ''Quick Change Artist'' changer. Discs are changed in, remarkably, under two seconds. NSM also has a new picture display title strip mechanism, allowing patrons to speed-view all 100 CD jackets in less than 90 seconds. It looks full when loaded with as few as four CD jackets.

Rock-Ola unveiled the *Mirage*, a dedicated CD unit that holds up to 100 CDs. The sound system generates a full 280 watts of power. External features include a black, leather-grained vinyl cabinet, platinum-look trim, 3-D animated lighting, and futuristic graphics. Full jacket covers and selections for 12 CDs are prominently displayed at any given time.

Also, an automatic mapping feature makes it easy to add new CDS. With the flip of a switch, the machine calculates and programs the number of selections for each new disc. There's no need to wait for the end of the mapping process.

What better place than the Crescent City to introduce a unit called the *New Orleans CD*. Wurlitzer's new jukebox holds 50 discs and offers more than 50 hours of music programming. A full view of six CDs is afforded at any one time. There's a four-digit LED display for the disc and track number, e.g., 1822 is the 22nd hit of the 18th CD. A bill validator is optional.

Wurlitzer also showed previously released jukeboxes: *One More Time, Make My Music, CD Carnegie,* and a wall unit.

***''Suffice it to say that jukebox operators seeking CD product never had a better selection from which to choose.''***

Micro Manufacturing exhibited CD jukeboxes that it distributes for Great Britain's Sound Leisure. The *Mardi Gras* model holds either 32, 50, or 72 CDs. *The Ritz*, which has the art-deco colors of pink and green, is best-suited for upscale locations. The *Tudor* and *Regency* are console units.

The prototype of *The Legend* was also shown. The inner-workings are essentially the same as *The Ritz* and ACME '90-debuted *Route 66*, but the exterior's upper display features such ''legends'' as Marilyn Monroe, Buddy Holly, John Lennon, James Dean, and Ray Charles. It should be ready by January.

Carson City Mfg. again showed its line of vehicle-inspired jukeboxes: the *SongBird* automobile, the *Country Classic* pickup truck, and the *Star Cruiser* boat. It's sneaker (as in tennis shoe) box, *Juke Jock*, will be ready at the end of the year. Carson City's Paul Harmon explained that the units would've been ready sooner, but they had to be re-fitted with NSM's new title display mechanism.

A new company named Music Videos, based in Ridgefield Park, N.J., introduced a new concept in video jukeboxes. Its *Jammin' Juke* lets the user climb within the unit to sit and watch his favorite music videos. He controls the volume, which allows other forms of entertainment in the location (DJs, bands, etc.) to co-exist.

The *Jammin' Juke* uses laser disc technology. The cabinet is made of sturdy, washable material; one or two people can sit comfortably inside. No assembly is required; you simply plug it in. The unit accepts multiple coins, as well as $1 and $5 bills. The videos are updated monthly.

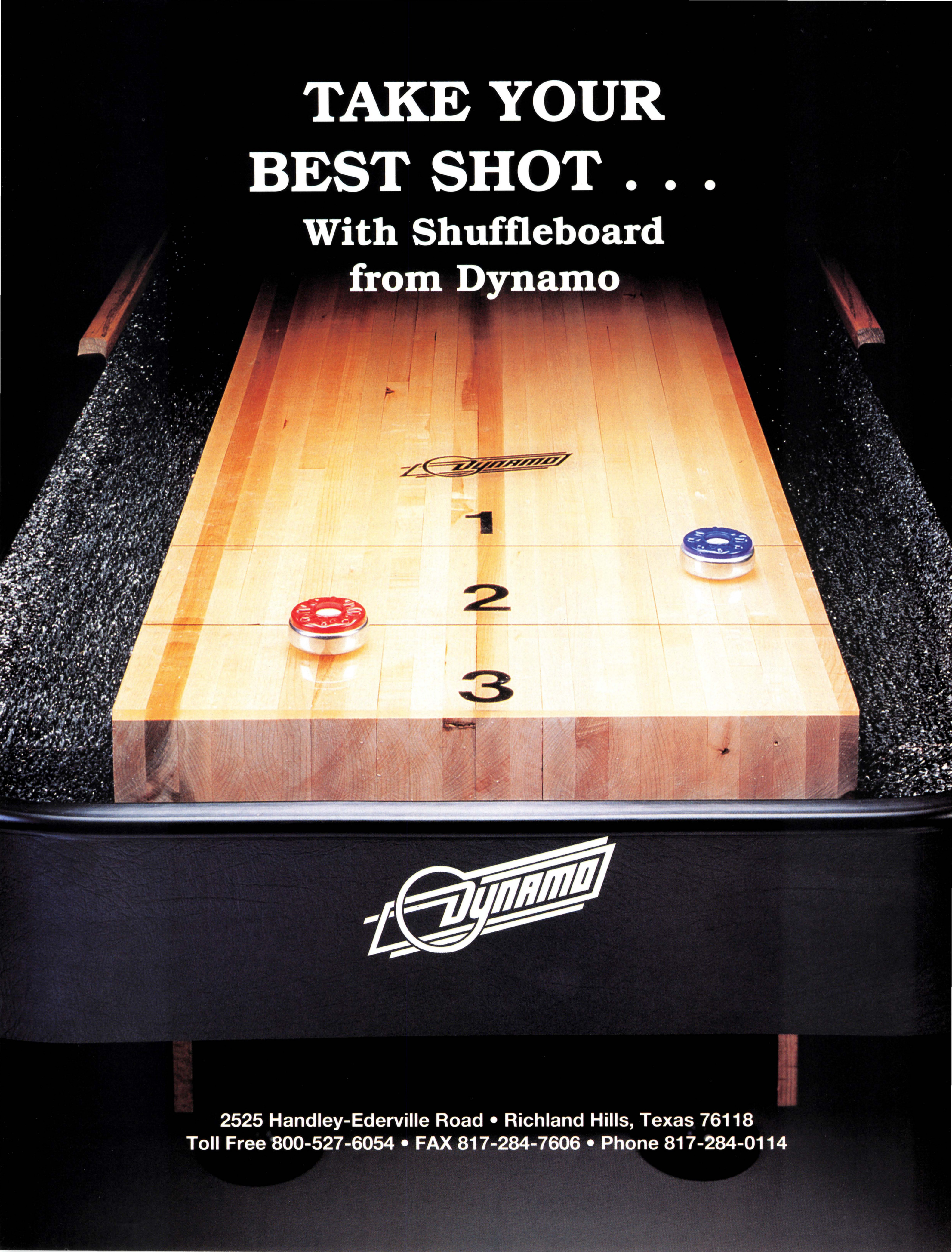
Another new company, Golden Age Jukebox, exhibited its all-CD *Classic* jukebox. Its 60 discs are in full view within the display area. Features include a built-in disc management system; unlimited track selections; 200 watts of power; push button operation; eight bubble tubes; hand-polished, triple-plated chrome; and 24 all-aluminum, cast metal trim pieces.

Great Britain's Music Hire Group showed the *Profile*, a freestanding unit that holds 60 discs. The cabinet comes in either black/gray or wood grain. MHG's *Maestro*, a 48-disc box, has an all-new cabinet that includes four speakers and a non-wear key pad. When space is at a premium, MHG offers the *Midi Master*, a 12-disc jukebox music system contained within a wallbox cabinet.

JVC Ltd. (Victor Company of Japan) displayed its CD changer system, a technology that's gaining greater popularity in Japan. There are models that hold either 50 or 100 CDs, but each utilizes a simple, compact mechanism. JVC combines this technology with monitors, speakers, and a mixing amplifier to create its popular CD Auto Changer Karaoke package.

Seeburg, which is trying to bounce back from some recent financial problems, introduced the prototype of its new Karaoke machine.

If you're going to spend big bucks on a CD jukebox, you'll need to hook it up to some quality speakers that bring out the music's sound advantage. MTX (Mitek) exhibited the five speaker models that make up its ''AAL Loudspeaker'' line, along with the six models in its ''D-Series'' line. Gemini Sound Products showed its ''Rhino Series,'' which encompasses speaker systems for any operator need, big or small. ☐



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BALLS

*Pro Pitch* by Doyle was a hit with young players like Greg Theard.

Greeting surprise guest Kenny Rogers (c) at the AMOA President's reception, (l-r): Tami Norberg-Paulson, Jim Trucano, Phil Elum, and Jack Kerner.

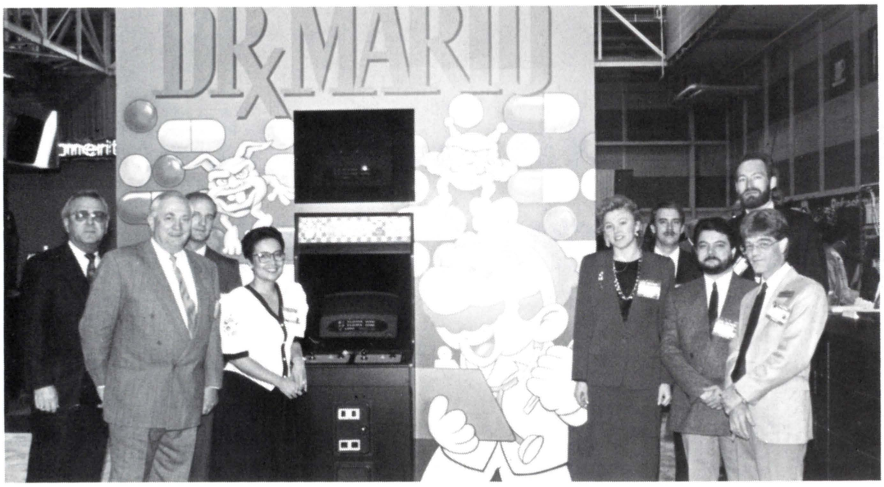
Executive director of the Ohio Coin Machine Association, Paul Corey (l) with good friend Norm Borkan of B&B Vending.

MICRO MANUFACTURING

With *Double Dragon 3*, (l-r): Shelly Brown, Glen Kahler, Tom Keil, Greg Rice, and Larry Cooke.

James Industries' Jim Roberts (l) with Oscar Gutierrez of Mexico.

Vincent Marcello and a friend from New Orleans display the typical happy looks of those playing *Cosmo Gangs*.



A group of Nintendoites, (l-r): Mike Minor, Chuck Arnold, Phil Sandhop, Linda Weber, Donna Hogin, Mark Kelly, Tom Oldfin, Dan Soda, and Jon Pedersen.

Ace's Kim Garland with her fiance Mike Kessler of Chispas in Mexico City.

At the Ace Novelty booth, (front): Kim Garland, Berta Herrera, and Rorie Keller; (rear): Ed Plotken, Tom Capodarco, Mike Howe, and John Minkove.

Pinball Expo's Rob Berk (l) with Jim Schelberg.

At Les Industries Electro Jeux, (l-r): Rich Rowland, David Abrendt, Bobby Cavanaugh, Stephen Renaud, Nicole Giguere, Carole Drouin, Luc Marcoux, Norm Durocher, and Roger Huot.

Taito's *Space Gun* played as good as it looked!

# Checking out the latest in table games and darts

As is usually the case, there wasn't that much brand new product to display in the table game category. But of course, that's part of the equipment's allure: it earns steadily, year after year, and need not change to keep up with what's ''hot'' in American pop culture.

Dynamo raised the curtain on its new shuffleboard table, equipped with a revolutionary scoreboard design: spectators can see the score from any angle in the location. The board has programmed pause and audible feedback on each score. Scoring is programmable for 15, 21, or 51 points.

The totally electronic operation eliminates the need for mechanical parts. The automatic shut-off allows players to purchase additional time to finish the game. A special metal detecting feature prevents free play. The cabinet is made of oak, the playing surface maple. Also, the playing surface has a 3/16-inch coating of long-lasting resin.

Dynamo again showed its *Deluxe Edition* air hockey, which features bright graphics, an optional overhead scoring system, and a heavy-duty laminate top. It also exhibited its popular pool and foosball tables.

A Canadian firm, Les Industries Electro Jeux, introduced an attractive new table game, *Shuffle Ball*. It's a miniaturized version of shuffleboard in which players slide red and blue playing pieces down the table. Like shuffleboard, there are different point values associated with designated areas on the playfield. The game is ideal for sports bars, pubs, bowling centers, etc.

With electronic controls, operators have flexibility is setting the length of time and cost of play. Electro Jeux's Norman Durocher says the company is in the process of opening a U.S. office in Miami. *Shuffle Ball* will then be manufactured there.

*''Table games earn steadily, year after year, and need not change to keep up with what's 'hot' in American pop culture.''*

Imagination Leisure debuted *Super-Bowl*. It's 14 feet long and is expandable with 44-inch extension units. Being only 29-1/2 inches wide makes it easy for operators to bank *Super-Bowl* into groups of several units. Other features include 26-inch video scoring/attract modes; automatic computerized scoring; a durable mica cabinet; frame-by-frame scoring; choice of six different games; one-to six-player playability; and optional ticket redemption and dollar bill validator.

Another Canadian company, Les Jeux Action P.J.A., exhibited *Ginza Boule*. This is a miniature shuffleboard game ideal for tavern locations. *Ginza Boule* has a green light that indicates access to the table for a specific time frame (the timer is set to 15 minutes). A flashing red light reminds players that only 25 percent of their game time remains.

Valley Recreation Products, multi-year winners of AMOA's ''Most Played Pool Table'' award, exhibited its successful *Leopard* and *Cougar ZD-4* tables.

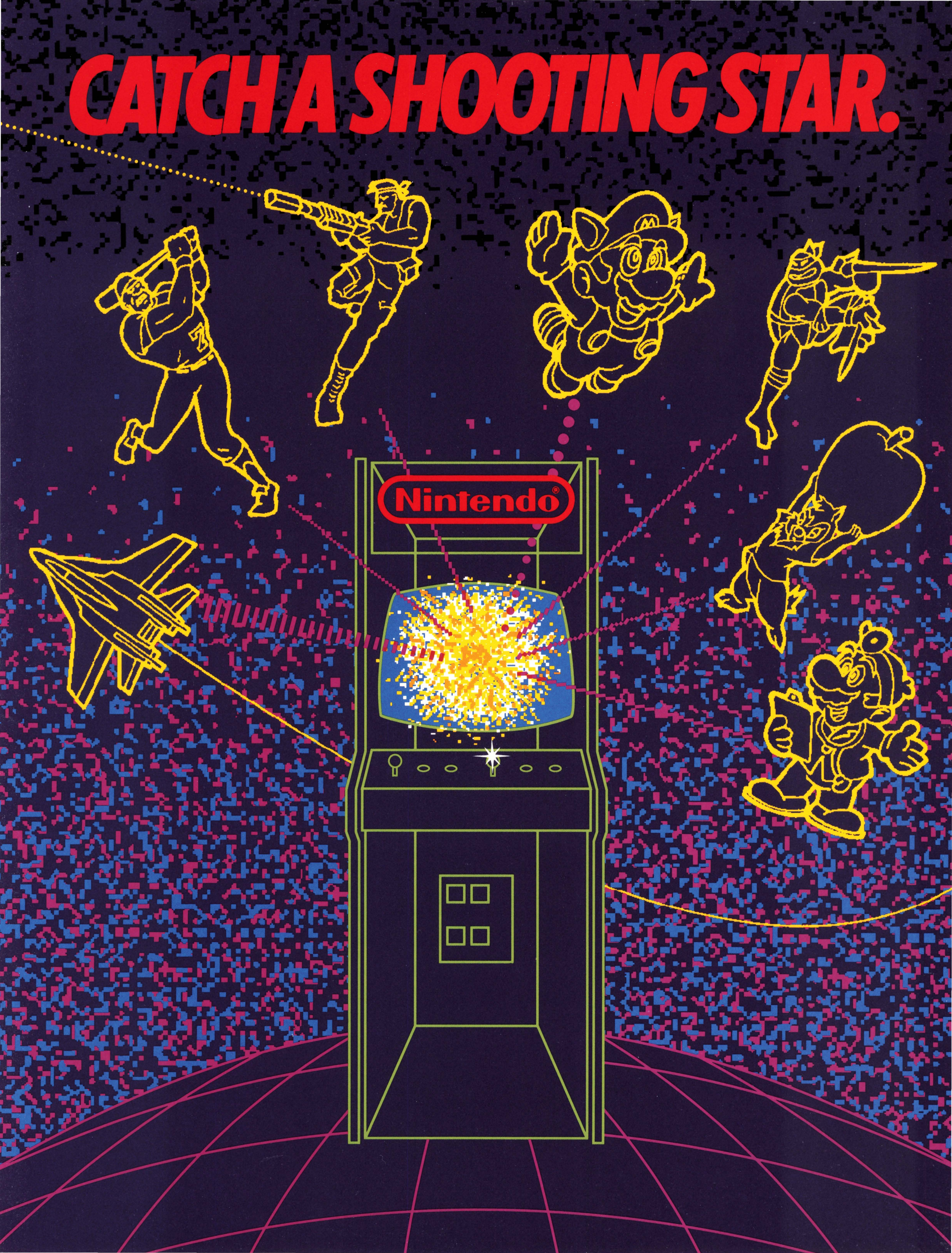
Stella International again showed its low-noise air hockey table, *Disco-Taifun*, which has overhead lights that give the table's outer edge a ''glow-in-the-dark'' effect.

American Shuffleboard checked in with its long-standing product: *Bumpa Pool* and *The Classic* pool tables, along its *Royal* line of shuffle alleys. Playfair Shuffleboard showed off its *Grandmaster* tables.

Murrey & Sons exhibited its new *Pro-Series* pool table with magnetic cue ball separator and new ''cross-linked'' ball return track system. Global Billiards showed its tried-and-true *Old Timer* and *The Coin* pool tables.

As for foosball, the following companies displayed these previously introduced machines: Tornado Table Soccer's *The Standard*, Penn-Ray's *Tournament Soccer*, Imperial International's *Premier Soccer*, and Amazing Games' *Powerkick Tournament 2000*.

In addition, R.H. Belam debuted its glass-topped *World Sport foosball;* Capcom exhibited *Bowlingo*, coin-op bowling lanes with fully automatic 10-pin installa-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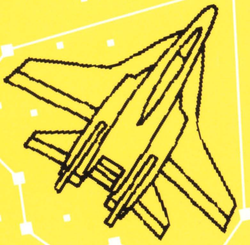


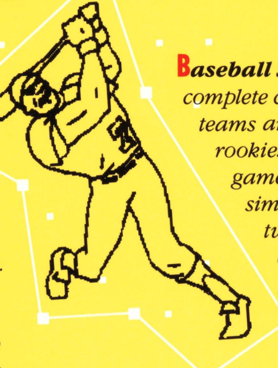
*Alien invaders are draining the Earth's energy. As* ***Captain Skybawk***[1]*, it's the player's job to stop them. All the speed and firepower of a fully equipped, F-14VTS jet is at their disposal.*

***Super C***[5] *kicks into action where Contra left off. Players take on a whole army of demented alien soldiers led by the vile Red Falcon. Simultaneous play lets two players challenge the game's eight levels of excitement!*

*Players of all ages are lining up to help* ***Dr. Mario***™ *conquer the world's most harmful viruses. Game action is fast and colorful, as players try to stop the diseases from spreading. Watch out, the excitement is contagious.*

*Players join forces with Chip 'n Dale and their Disney pals in the* ***Rescue Rangers***[3] *to frustrate Fat Cat and his chums in their sinister attempts to destroy the city.*

*Don, Raphael, Mike and Leo have become international heros. Now players can join in the action as* ***Teenage Mutant Ninja Turtles***[4] *struggle to protect their friends from the evil Foot Clan.*



***Baseball Stars***[2] *gives players complete control to choose leagues, teams and players—from green rookies to the true heroes of the game. And now, exciting simultaneous play means two players can push each other to the limit!*

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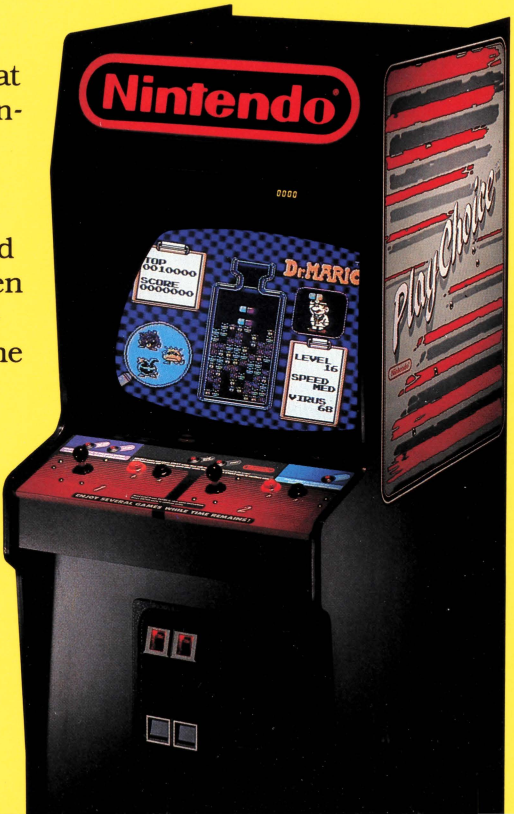

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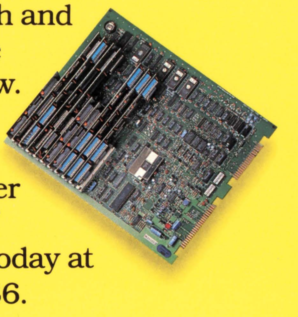

Nintendo®

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All titles are subject to location testing.
Game release dates may vary.
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tion and 4-1/2'' balls.

**Darts**

Arachnid, honored at the show for having AMOA's ''Most Played Dart Game,'' lured darters with its *English Mark Darts 6300* and the new *6300T*. The latter has a top-mounted scoring monitor.

Merit Industries has something new for the lonely darter, the *Solo Challenger*. It's available as a dedicated game or update chip for the *Premier* and *2+2*. A ''computer-random'' feature allows a single player to compete at four different skill levels against the machine's phantom challenger.

The company also debuted its compact, wall-mounted *Scorpion*. It features side coin entry and overhead scoring.

Valley displayed its ever-popular *Cougar Darts*, as well as *International Darts* (distributed by NSM in Europe) for the show's international attendees. The company also exhibited its T-60/30 retrofit targets for all existing electronic dart games. ☐

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# Poker power clearly evident

Each year the number of companies exhibiting video poker games increases. With the success of legalized video gaming in Montana and South Dakota, plus the efforts of other states to obtain similar legislation, operators are embracing poker machines in greater numbers.

There's no disputing the drawing power of a poker machine, whether legal or gray area. While other video revenues stay down, operators seek adult, tavern location games with a lifespan greater than the shelf life of a bag of potato chips. Many street operators have found the industry ''wanting'' in this category of equipment.

The general political ''swing'' appears to be in favor of legalized gaming. But if more states are not successful in their efforts to pass such legislation, the momentum may turn in the opposite direction. If not that extreme, then state associations may run out of resources with which to carry on their campaigns.

At the moment, interest in video poker is riding high. In addition to the traditional draw poker games, a number of companies exhibited 8-liner games and new variations on that theme.

There's no doubt that among the exhibitors SMS Mfg. and Merit Industries lead the way in legalized video gaming equipment with their casino-style cabinet games. Both companies displayed their games in an attractive fashion.

SMS brought all new product to the show, starting with the centerpiece: a three-monitor video slot designed for legal video gaming and Indian reservations.

*''Operators seek tavern location video games with a lifespan greater than the shelf life of a bag of potato chips.''*

The machine features a ticket printer, accounting system, bubble light, adjustable sound, and Mars $1-5-10-20 bill acceptor with 1,000 bill capacity stacker. Two models are available: an eight-coin multiplier and a five-coin multiplier. The base of the unit measures 3' wide and 27'' deep. The machine measures 32'' wide, 23'' deep, and 49'' high. The base, which is optional, comes with ash tray, drink holder, and cash can.

Other new games in the SMS booth included the *3-in-1 Poker*, recently approved in South Dakota, and the *Player's Touch* multiple-game, touch-screen unit for legal video gaming and Indian reservations. Game choices are Jacks or Better, Aces or Better, Joker Poker, and Keno. The *Player's Touch* is the same size as the *South Dakota Draw Poker;* buttons indicate ticket, menu, bet plus, and bet minus (eight credits are allowed in South Dakota and 10 credits in Canada). The game cabinets feature all-metal construction.

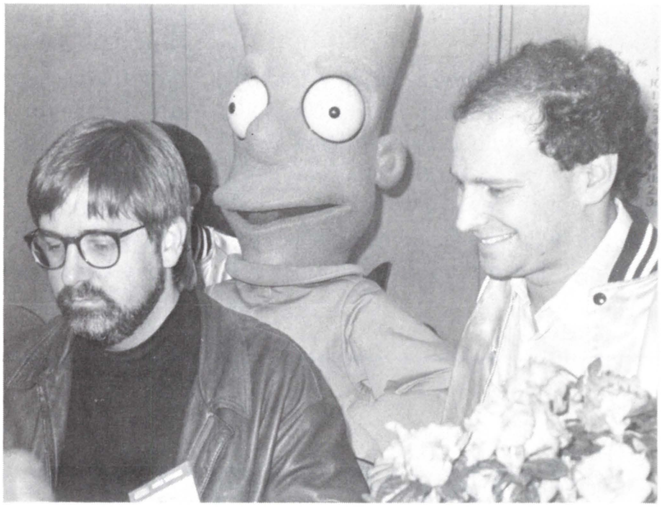
SMS also offers a *Player's Touch* model for the Canadian market. The Canadian version shows all instructions, pay tables, and the drinking age (19 in Canada) in both English and French. Also shown: the *Bayou Bingo* game in a casino-style cabinet. The game is a legal gaming piece designed for Louisiana.

Merit exhibited its successful *Pit Boss Superstar*, the ultimate in the *Pit Boss* series; this one has 15 game choices ranging from Bonus Black Jack to Super 7 Stud and trivia games as well.

The company's special neon ''Superstar'' section offered rows of *Montana Superstar* and *South Dakota Superstar* games housed in casino-style cabinets constructed of metal, chrome, and wood. A bill acceptor handles

LARAMIE INTERESTS
HOUSTON, TEXAS

(L-r): Jayne Jackson of Laramie Interests, Dave and Stacy Long of Hustle Enterprises, and Tami Morris and John Sullivan of Laramie.



The "Simpsons" creator Matt Groening signed a slew of autographs at the Data East booth. On the right is director of game design Joe Kaminkow.

The *Dr. Dude* design team, (l-r): Dennis Nordman, Bill Pfutzenreuter, and Greg Freres.

Merlins Magic

By *Merlin's Magic*, (l-r): Lenny Dean of Coastal, Jim Lindsey of Mountain Music, and Bob Keelyn of Coastal.

Having fun on *Cosmo Gangs* are Marty Shumsky and an unidentified player. Data East's Joe Keenan (l) and Lyla's Tim Lyman look on.

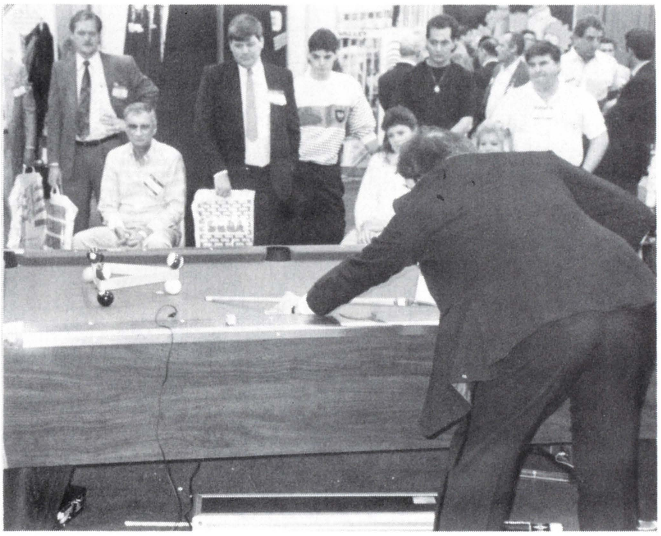
At the Rosette booth, (l-r): Hal Steinberg, Karyn Kogos, Mindy Mitchell, and Christy Levy.

By Rowe's new *CD-51* jukebox, (l-r): Joel Friedman, Joe Krestakos, and Bill Brotz.

Play Meter's Ron Kogos got a chance to meet Kenny Rogers at a press conference.

GHOST HUNTERS

Ron Getlan (l) and Bruce Kawut playing *Ghost Hunters*.



World Champion trick-shot artist, Paul Gerni, wows the audience at the Valley booth.

At the Williams' booth, (l-r): Ken Fedesna, Roger Sharpe, and George Petro.

Chris Caire of Play Meter said if we could only use one photo from the show, please make it this one!

*Rock-N-Bowl* enthusiasts, (l-r): Dave Morgan of Supercade, Frank Bundra, and Joe Bundra at the Bromley booth.

Bay-Tek's *Clown Rolldown* and *Fielder's Choice* are universally appealing.

Sega's *GP Rider* attracted players of all ages.

(L-r): Toni Endoso and Georgia Orozco of Prizes! with Delores and Gary Lapadula of Addenda Video Games.

Jeff Shorr (l) has a "showdown" with Malcolm Reid of Adastra.

Beverly and Eric Robinson of Music Videos by the "Jammin' Juke."

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$1-5-10-20 bills. Each game meets the requirements of the states they are named after.

Kramer exhibited the *Super 8 Lines Hi-Lo Double-Up* that offers multiple ways to win on each play. Features include the "works in a drawer" cabinet, dual coin mech, auto bet, and a wide range of difficulty settings. Also shown: *High Speed Bonus*, a game offering random bonus, bonus draw, auto draw, auto bet, fast or slow deal, and much more.

PARS Electronics introduced its *Super MAX* poker game with these features: five card draw, bonus draw, raise, super bonus multiplier, choice of Double-Up or progressive Hi-Lo, auto bet, enhanced statistics, and ticket dispenser capability. The game is available in a standard cabinet and deluxe cabinet.

Also shown at PARS: the *Lucky 8*, with Yamate W-4 CPU board and wire harness with replaceable contacts, and *Wild Double-Up II*, with adjustable maximum bet and menu-driven Five of a Kind, Bonus Draw, Diagnostic Switch, and Raise (plus ticket dispenser capability). Bill acceptors are standard on all units.

Micro Mfg. displayed its *Cherry Bonus II* that offers a Cherry Bonus, Bell Bonus, Bar Bonus, and Center 7. The company's *Skill Chance, Classic Joker Poker* and *Turbo Joker II* were also on view, along with the *Lucky 8 Lines*, which is now available as a kit that includes the Yamate PCB, button set, harness, manual, and printed plexi.

Micro's new bill changers were also shown. Standard features include 16 gauge steel cabinet, a Coin Controls universal hopper, Rowe or Mars $1 and $5 dollar bill acceptor, and Medeco security locking system. Five models are available: the MBC 2000, MBC 600 SL, MBC 400 SL, MBC 185, and Bill Jr. The units accept all size coins and can even handle the new dollar coin if adopted.

Another company featuring games and accessories was Tekbilt. The newest piece: the *Zanadew* ticket dispenser that dispenses all "pull tabs," "breakaways," or "pickle tickets" in popular sizes. Tekbilt's instant "Switch-and-Play" TV poker system was shown along with *Lucky 8, American Video Pull Tabs*, and *American Hi-Lo*, all of which come in upright, mini, and countertop.

Tekbilt now carries its own line of color monitors in 9, 13, 19, and 25-inch sizes and power supplies. In addition, Tekbilt has a bill changer, Model TB-1000, that has 16 gauge wrapped and welded steel construction, a three-point locking system with Ace cylinder lock, and 10,000-plus coin capacity hopper.

Yamate displayed its *Lucky 90*, a new generation of the *Lucky 89* game. Also shown: a collection of the Lucky game series, including the *Lucky 74* and the *Lucky 21-D* video black jack game that allows players such features as splitting cards to play two hands, a jackpot bonus win for all black or red 777 hand, and other features.

> ***"At the moment, interest in video poker is riding high."***

Grayhound Electronics exhibited a number of its successful video pokers, including the *Super Poker* and *Casino Games*, as well as the *Deluxe 8 Liner* and *Cherry Master*. The 8-line game is available in kit form and features the Grayhound bill acceptor that takes $1-5-10-20 bills.

In the "something different" category, Strata showed a horse racing game called *Arlington Horse Racing*, a video available as dedicated or in kit form for upright and countertop cabinets. Dramatic photo finishes are featured; players can use any number of coins as credits for placing bets. They can earn credits to wager in the next game or redeem for tickets.

Cointek featured variations of the 8-line games with their *Lucky Girls, Joker Line II*, and *Fast Food*, which features pictures of snack-type and fast foods on the screen instead of numbers, bells, and fruits. The *Joker Line II* offers random free play and other features.

Game Sales Mfg. introduced the new *U-Pick-Em* keno game. Players can insert coins or bills, press a play credit button once for each credit (from 1-10 per game), then select favorite numbers from 1-80 on the player panel. Up to 10 numbers can be chosen. The game automatically selects 20 random numbers. Also shown: *Dwarf's Den, Super Poker*, and *Black Jack*.

Ram Star, a new Colorado company in the poker arena, exhibited the Montana-approved *Big Sky Poker*. Among the features are solid wood cabinets, bill acceptor, modem for state polling, journal printer for state requirements, and programs available for Jacks or Better and Pair of Aces. Also shown: *Lucky 8* and *Double-Up Poker*.

Advent Technology of Maryland was another new face on the exhibit floor. The company showed its Montana-approved *Montana Poker* game that features a door available with two coin chutes and an optional $1-5-10-20 bill acceptor. Cabinet construction is hard-pressed particle board sides with plywood reinforcing. Advent is currently working on a South Dakota poker game to join its line.

Les Industries Electro Jeux of Canada displayed a poker game in both upright and countertop. The countertop is the smallest on-counter model available and offers a choice of games, from Lucky 8-Lines W6 to Draw Poker. There's an on-top coin slot and large cashbox.

Foxtronix exhibited the South Dakota-approved *Video Poker* with flashy new backglass and button control panel, as well as the Minnesota Indian-approved *Keno*. Both games are housed in upright woodgrain cabinets.

Quantum Industries offered an upright and countertop version of *Casino Strip*, a laser disc game that features either men or women on the screen. It is available with a poker program or non-poker program. Also shown: the *Bet or Fold* countertop.

Big Ten Electronics of Montana showed the upright *Reno Classic* and *Draw 88 Poker*. There are some features shared by both units: 11 game speeds, continuous play credits, two background colors, repeat last wager, and programmable message on the video display.

A total of 17 companies highlighted poker-related equipment. There are a great many choices available to operators, depending on their location and state acceptance of the games. Expect even more video gaming products to appear at trade shows in '91. ☐

SKILL CHANCE

Bobbie Scheu (l) and Mark Brown of Micro Mfg. by *Skill Chance*.

NEW GAME
NEW GAME
BASKET CH

By Tecmo's *Bad News Baseball* and *Basket Chance*, (l-r): Paul Russell, Don Brenner, and Jeffrey Scott of Active Amusements.

Beverly and Tony Danna of American Video Services play Betson's *Reel Poker*.

BONITA MARIE INTERNATIONAL INC
JEWELRY AND MERCHANDISE SPECIALIST

At the Bonita Marie booth, (l-r): Mike Maresca, Maggie VanHauter, David Katz, Antonio Vidal, and George Ritacco.

ARLINGTON HEIGHTS ILLINOIS
TENNIS

Scott Morrison of Incredible Technology with V.J. de Sousa (l) of Simpex.

At the Quality Plush booth, (l-r): George and Lena Snyder with Leroy Benker of T&L Marketing.

Mindy Mitchell and A.L. Ptacek (l) were thrilled to have their picture taken with Kenny Rogers.

lly Midway
vice Dept.

Williams/Midway's Tom Cahill (c) and Greg McKay (r) go over some service tips with operator Ron Souris.

At the Romstar booth, (l-r): Joyce Kaehler, Tim Jackson, Audrey Smith, Rene Lopez, and Heh-Kyu Lee.

Jean Roy of Amusement Inter-Rivis/Canada and Jim and Theresa D'Elia of Pintronics playing *Sidewinder*.

Take Ten's Jane Adkins (l) with Brady Novelty's Lee Ann Bullard.

SKILL CRANE
Newport

Brad Theard (l) and Adam Sirkis get ready to play *Newport Basketball* at the Grayhound booth.

Tornado Table Soccer

Dave Courington (r) of Tornado explains the finer points of the *Tournament Soccer* table to a group from Roth Novelty.

I-Vic's Shirley and Leroy Hancuff and Roger Horiye (r).

Ralph Coppola of ICE demonstrates *Putting Challenge*; at right is Sam Kim of G.L. Technology, the game's designer.

UNITED STAT

Bill Hughes (auctioneer) explains auctions and upcoming dates to Alex Teele (l) of Mexico.

BIG SKY POKER

Raphael Falsetta (l) of Falsetta's Amusement and Jim Peterson of Ram Star by the Montana-approved *Big Sky* poker.

KLOPP COUNTS CANADIAN DOLLAR COINS

Jack Lanagan and Anita Rybicki of Klopp.

# Redemption garners great interest

Covering an industry trade show the size of AMOA Expo '90 is akin to waiting for a four-slice toaster to deliver its contents: everything comes up at once. The proliferation of redemption games meant that almost every aisle offered several forms of ticket-dispensing equipment.

Redemption manufacturers occupy an enviable position in today's coin-op market. To borrow the title from a short story by Southern author Eudora Welty, they're ''sitting in the catbird seat.''

Sure, there were always customers coming by in the past. But now, operators who only expressed mild interest before are focusing on redemption to ensure a more stable business environment. ''It's a matter of survival,'' said one operator.

Today, the emphasis is on sports bars and family game rooms. Videos are not so impressive that game rooms can subsist on them alone. There is a much larger market out there than 12- to 18-year-old males. What about the mothers? Yes, they like competitive games too. Just pit one against her husband, brother, or son for either high score or high ticket count and watch that competitiveness surface. Easiest of all is the drive of parents and grandparents to win a prize for the ''kids.''

Kids of all sizes and ages enjoyed *Cosmo Gangs*, a Namco game marketed by Data East. Said seasoned redemption operator Linda Fernandez of Fernandez Fun Factory, ''I'm definitely ordering some.''

According to Data East's Darl Davidson, the game will be ready in December and will then feature a plexiglass top, two ticket dispensers, and an access panel on the side. The company plans to bring the front of the game out five inches more and raise it up higher for greater comfort while playing.

The game asks players to prevent round-bellied, bug-eyed aliens from stealing energy cubes by shooting at a hole in their mouths. Two courses are offered, for novice and expert. The game has incredibly colorful graphics and a good sound package. It encourages team play and is not competitive; players work together for a combined score. The already established *Wacky Gator* had grandmas and pre-schoolers ready to mercilessly ''whack'' those gators.

A simple and easy to understand game that attracted youngsters was Coastal Amusement's *Crazy Clown*. Players use a wheel to move a clown across the bottom of the game to catch colored ping pong balls as they drop through a pachinko-type board above. Even an adult said, ''This is fun!''

In addition, Coastal showed *Poker Roll*, a roll down with a poker theme, and its new sister game, *Bingo Roll*, a roll down with four bingo cards displayed on a color monitor. It features a raised formica lane and operator-adjustable ticket payout.

Coin Concepts introduced a small-scale water race game called *Fire Fighter*, which amazingly kept all the water within the game's boundaries. It asks players to direct a water stream at a moving target. The object: to propel a fireman up the side of a burning building to rescue a damsel in distress.

Also shown at Coin Concepts: the *Rebound II*, a new level ''cover the spot'' game, and the company's multi-player coin pushers, *Fairground Attraction* and *Gold Mine*. Coin Concepts' ''kid's corner'' games were on display, including the *Jr. All American Basketball* and *Toss Em*. Rounding out the booth were the *Starburst* one-player pusher, *Power House* strength tester, and *Love Meter*.

**''Operators are looking for adaptability and flexibility; redemption pieces give you that.''**

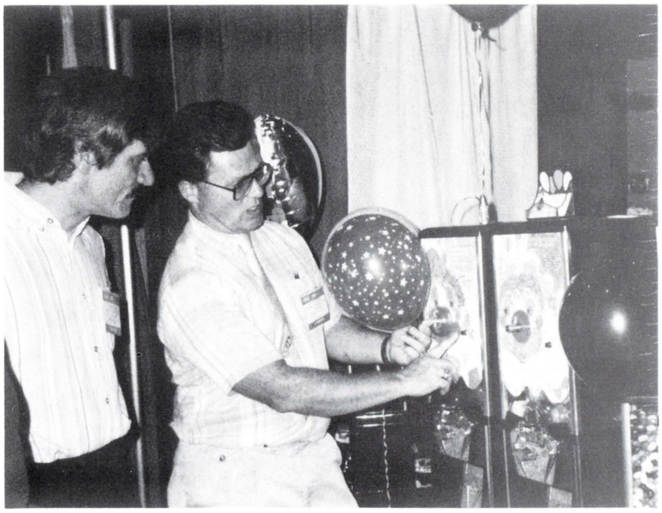
Also at the Coastal booth: the popular *Pop-A-Ball*, the *Roosta Shoota*, the new six-player coin pusher *Merlin's Magic*, and the one-player pusher *Riverboat*.

Explaining the burgeoning interest in redemption equipment, Coastal's Bob Keelyn said, ''Operators are looking for adaptability and flexibility; redemption pieces give you that. Games like *Merlin's Magic* are show pieces and provide an incentive for customers to play more than this one game. It comes with or without a ticket dispenser and can operate on token in/token out or ticket out.

Meltec debuted a new game in *Shoot Out*, an air compressor gun game that offers operator-adjustable time for game length. Players attempt to shoot as often as they can at targets that keep popping up. The company's *Big Mouth* was also in the booth.

Betson Enterprises exhibited the new *Derby Stakes* horseracing game that can accommodate four players at a time, and the *Magic Circle* ''cover the spot'' game. Betson displayed a full range of coin

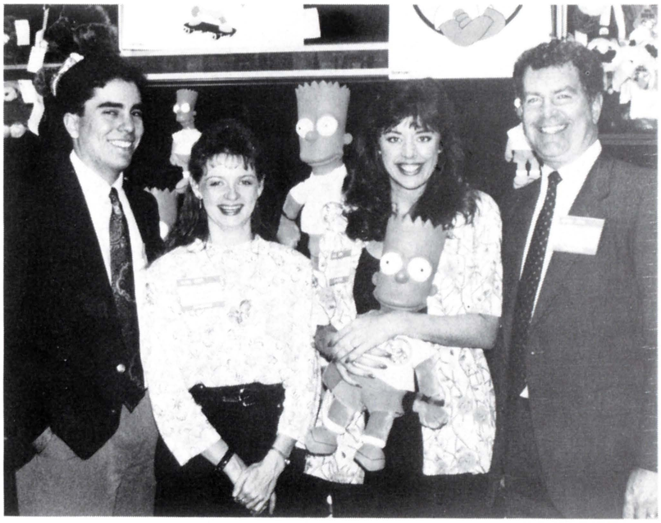
Amusement Emporium's, (l-r): Ray Roy, Paul Seigel, Steve Walko, Steve Kay, and R.J. Wertheimer.



Gary Page of Floating Flowers demonstrates his vendor to Gerard Barber in the Brady Novelty booth.

ORIGINAL EQUIPMENT

At the Wico booth, (l-r): Rich Santercola, Bob Redwitz, Jim Bernth (C.O.T. Inc.), Mike Rudowicz, Bob Murray, and Frank Fortunato.

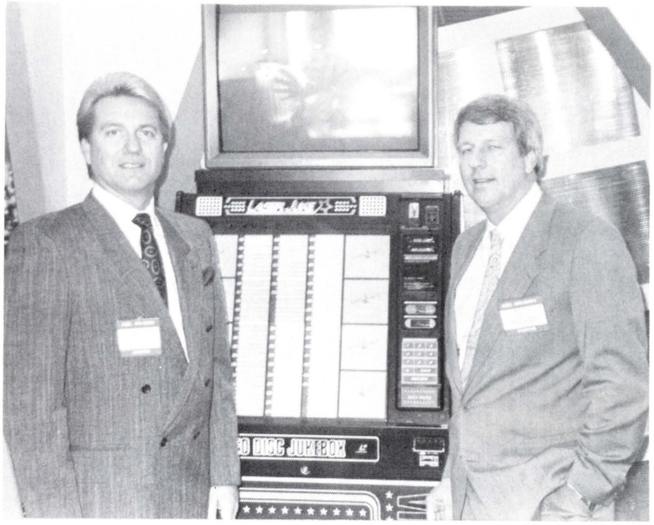


From Acme Premium, (l-r): Glen Sagendorf, Georgia Dyer, Susie Fennel, and Jack Kelly.

At the East Coast Design booth, (l-r): Gary Duboff, Linda Portner, and Dave Lerner.

(L-r): Jamie Frias of Arcade Enterprises, Jamie Saccullo of Mr. Packman Enterprises, and Larry Thatcher of Vari-Tech.

Singing a happy tune at Seeburg's new karaoke machine, (l-r): Joe Pankus, Michelle Ploue, Bob Breither, and Tom Siemieniec.



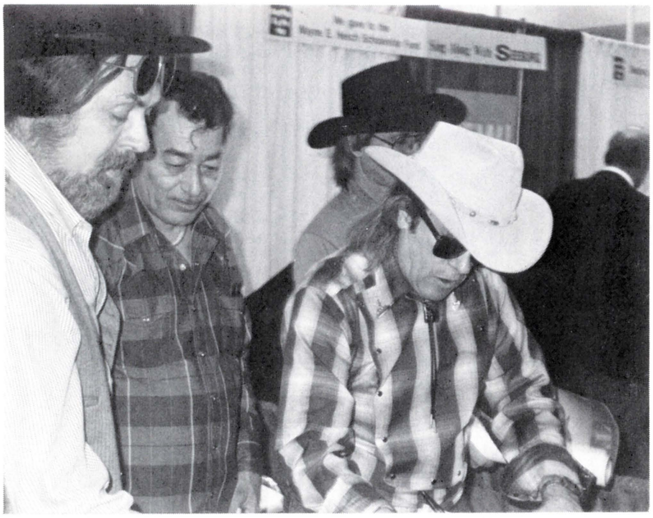
Pioneer's Jerry Sheaks (l) and Paul Scribner by the *Laser Juke* video disc jukebox.

Gottlieb
BELL RINGER

Premier/Gottlieb's Dan Clarton in front of the company's three latest games: *Nudge It, Title Fight*, and *Bell Ringer.*

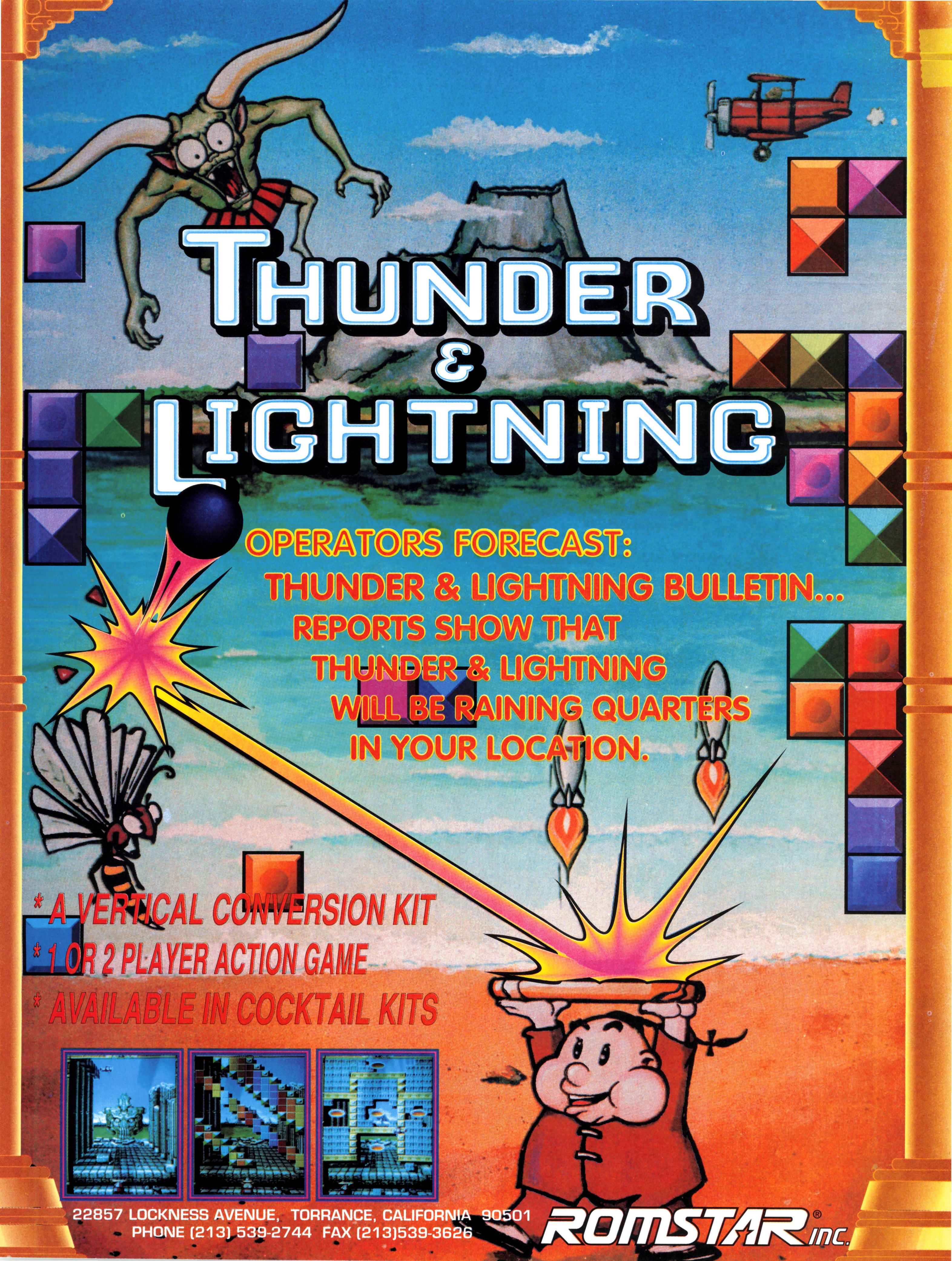
GAME OVER
GAME OVER

Dynamo's Damon Paramore (l) and Bill Rickett show off the company's new shuffleboard table.



The Texas Tornados, who performed at the awards show, sign autographs at the AMOA Jukebox Promotion booth.

At the Golden Years booth, (l-r): Renato Martins and Jose Correa of Cinescolor in Brazil, William Valuch of Golden Years, and Nelson Das Neves.



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pushers, from the *Klondike* and *Rock N' Roll* single pushers to the *Riviera* four-player unit and *New Wave* six-player unit. *Klondike* is a popular game that offers token or ticket payout and a 10-token bonus feature.

Also shown at Betson: the *Wedges/Ledges* coin pusher (marketed under an agreement with Wedges/Ledges), *The Mating Game*, and *Reel Poker*. Betson is involved in a cooperative effort with Doyle & Associates on *Dribbles Jr. Basketball*; the game appeared in both booths.

*Skee Toss BC*, which appeared both at the Betson and Skee-Ball booths, is built by Skee-Ball for Betson. *Skee Toss BC* is a pint-sized alley bowler with a prehistoric theme, built-in ticket dispenser, and attractive graphics.

Seidel Amusement brought out a new roll down, *Dino-Roll*, with colorful dinosaur graphics and bright purple lanes. Standard features include digital sound effects and voice, ticket dispensers, front drawer access, and playfield lighting. There are many operator programmable features and a host of available options. Seidel also displayed the *Quackers* roll down.

Tecmo introduced two redemption games in *Bad News Baseball* and *Basket Chance*. Both games were covered with a plexi dome and feature figures who propel balls into targets for high score and tickets. The basketball game challenges players to aim the ball into a moving, elevated basketball goal.

Skee-Ball allocated part of its booth as a "Kiddie Korner" and showed the *Skee Toss BC* and new version of the *Mini Skee-Ball*. The *Mini Skee-Ball* has new pastel colors, graphics panel, and nursery rhyme music. The classic *Skee-Ball* alley bowler was also there; it is available in both 10- and 13-foot models.

Youngsters and adults can have what they desire at Design Plus, manufacturer of the *Quik Shot* standard-size basketball game and *Bozo Basketball* child-size basketball in both single and double hoop models. The company now offers the *Bozo Blast-Off*, a game that challenges players to toss balls at 13 lighted spots on the backboard. There are several operator-adjustable features on the game, which measures 6' long. Balls are non-bouncing and are not subject to leaving the playing area.

Vari-Tech International displayed its *Animal Festival* game that asks players to "bop" farmyard animals that pop up at random, and the *Can Alley* ball tossing game. Elevated raceway games *Truck Race* and *Water Race* were shown; the water race game features music from The Beach Boys. Also shown at Vari-Tech: the *Hot Shots* standard-size basketball game.

A crowd gathered around the Innovative Concepts in Entertainment (ICE) booth for a try at the new golf-themed *Putting Challenge*. The game was designed by Sam Kim of G.L. Technology of Chicago. According to Kim, the game offers three game modes: 1) total strokes game that shows average and total putting, 2) hole in one game, and 3) pick- a-putt practice green where players can choose any hole from 18 different configurations. The unit measures 6' by 11' and has optional ticket dispenser and optional $1-5-10-20 bill acceptor.

**"Cranes are 'labor intensive'; they require time, but the rewards are there."**

Atari's *Gumball Rally* found players of all ages vying for an opportunity to maneuver actual miniature cars on a road course of turns, twists, and hairpin curves before their fuel runs out. *Gumball Rally* comes in a compact upright cabinet full of colorful animated graphics and sounds. Operator features include adjustable ticket payout level, ticket enable/disable option, adjustable fuel rate/play time level, and full diagnostic self-test.

Doyle & Associates offered several sports-themed games for adults and children. Starting with the well-known *Hoop Shot*, the company also exhibited its *Pro Pitch* and child-size pitching game, *Panda Pitch*, with attractive panda graphics.

Especially for the young are the *Dribbles* and *Double Dribbles* basketball games (single hoop or double hoop, respectively), a joint effort of Doyle and Betson Enterprises.

Skip Doyle happily explained that all the games on display have new graphics. He also brought attention to the new *Fast Break*. Said Doyle, "This game is an economically priced, non-redemption game designed for street operators. It's one foot shorter than *Hoop Shot* in depth, uses any size ball, has digital audio sound and adjustable height, plus carpet at the bottom for sound control."

Bob's Space Racers exhibited the new *Sidewinder*, a game that challenges players to balance a ball on a winding platform that ends with a basket drop. Players must tilt the platform back and forth to keep the ball in motion without it dropping off until the end. There are many operator-adjustable features for ticket payout, price, difficulty levels, and number of tries allowed. *Sidewinder* measures about 51" long, 22" wide, and 4-1/2' high. Cabinet construction is 3/4" plywood covered with formica. As with many Bob's Space Racers games, it can be customized.

Also shown at Bob's Space Racers: the *X-tra Point* football game, *Super Shifter, Whac-A-Mole, Bowler Roller*, and *Water Game*.

Bromley's *Rock-N-Bowl* continued to draw attention. A simple bowling-themed game, it asks players to roll tokens through a coin chute and aim them at bowling pins for a high score and ticket payout. Players of all ages were pumping tokens into the game, which has realistic bowling sound effects and an attractive turquoise blue cabinet.

Grand Products introduced the *Dyno Bop* redemption video that has players rolling balls (called prehistoric rocks) across the playfield at Dyno Eggs on the 19" video screen. The rocks bash into the eggs, hatching comical prehistoric animals and birds that run or fly away. Eggs, animals, and birds all have different point values.

Dave Rubenstein of Merit and Sharon Harris of Stan Harris & Co. by the *Dakota Superstar*.

James Kiser and Rebecca Mach of K&K Music by the SMS three-monitor video slot.

Ron Yaffe (r) of GaMCO shows the *Lotto Picks* to Vito and Denise Gaudiano of Victor's Vending.

Phil Cornick (l) of Kramer with David Weatherbee of Action Games by the *Super 8 Lines*.

At Advent Technology's booth, (l-r): Gregg Kalifut with John Estridge, Jr. of Southern Games.

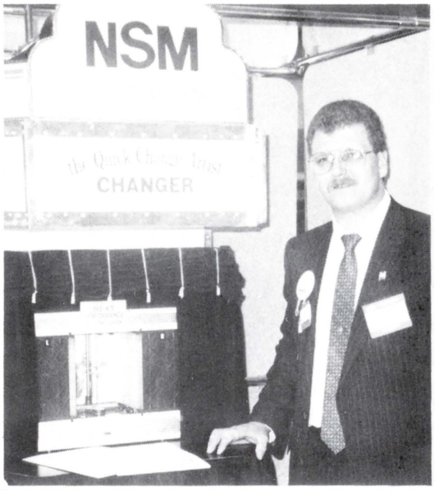
Judy Sullivan (l) and Jeannette Marofske of Grand Products demonstrate *DynoBop*.

BUSINESS CARDS & INVITATIONS
CATS

Mindy Mitchell with Bob Weigel (dad Fred is with P&P Amusements).

NEW GAME
TECMO

At the Tecmo booth, (l-r): Ken Nakata, J. Nakamura, Gina Hernandez, Sue Monday, and Mike Robinson.


NSM
CHANGER

NSM's Mike Jablonski by the company's new *Quick Change* CD mechanism.

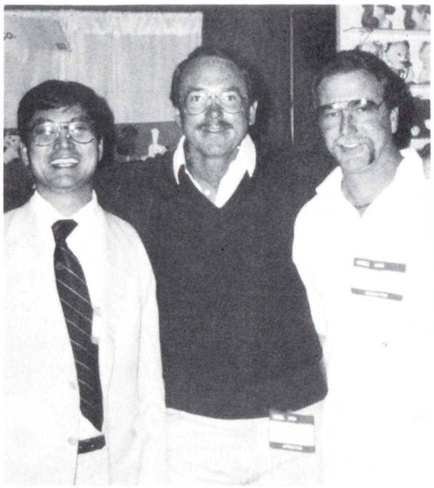
LARAMIE INTERESTS
HOUSTON, TEXAS

At the Laramie booth, (l-r): Larry Morris, Brendt Collins, Ron Adams, Tim Ronan, and Tami Morris.

Imperial's Paul Cardea (l) with Peter Chou of Peter Chou Mfg.

At the Pearson Products booth, (l-r): Lisa Reid, Jonathan Pearson, Wendal Cannon, Camile Cannon, Lorreta Doege, and Eddie Moran.

At the CoinTek booth, (l-r): Larry Liu, Steven Law, Alan Hung, Cheryl Sean Blyth, Carol Wagner, Mark Sabol, and T.W. Shih.



Best's Jimmy Possi with operators Larry Hilimire and Gary Broadwell.

At the Golden Years Amusements booth, (l-r); Carolyn Rose, Larry Rose, and William Valuch.

Imperial's Mike DiMotta (l) shows off his singing talent while another "singing hopeful" belts out a tune.

With three Konami models in the center are, (l-r): Ron Kogos of Play Meter, David Loethen of Sunshine, and Konami's Mike Kubin and Mary Hermanson.

Mirielle Chevalier (l) shows her new game *Tic Tac* to Stan Harris & Co.'s Sharon Harris.

GaMCO exhibited the *Action Lotto*, which is available in four models: coin-dispensing, ticket-dispensing, credit-accumulating, and the new four-by-four that accepts multiple coins. Players direct balls onto a lighted playfield of numbered pockets to win tickets.

Also shown at GaMCO: the new *Lotto Picks*, an economically priced game that fits in almost any location. Small and compact, the *Lotto Picks* allows daily or weekly picks of lotto numbers from a field of bouncing balls that simulate a state lottery. It measures 16'' wide, 14'' deep, and 48'' high; a side pocket holds lottery slips. Models are available for every state with a lottery.

Smart Industries featured its skill alley, *Smart Ball*, available in 10' or 13' sizes and one- or four-player models. Also shown: the *Shoot To Win* basketball game in single hoop and double hoop, and the *Shoot to Win Jr.*

Bay-Tek exhibited the original *Roll Down* game as well as the *Fielder's Choice* baseball-themed roll down and the *Clown Rolldown* that features balloons, clowns, and hearts on the backglass. All three offer beacon lights, attached stool, voice and sound effects, and game and ticket counters.

Pop-A-Shot, the granddaddy of basketball games, showed the all-steel construction *Pop-A-Shot* that has tamper-proof gate assembly, digital scorebaord and shot clock, adjustable timer, and automatic ball release.

Exidy displayed the alley bowlers *Croaker* and *Twister*, but it was the new *Camptown Races* that drew the most attention. One to four players can play at a time, using a flipper to start a small silver ball rolling with pachinko action that makes the horses on the playfield move to the finish line. Features include a hooded plex, four ticket mechs, and color-coded player stations. There are many operator-adjustable features on the game.

Adastra exhibited its *Hoops* basketball game that has the fold-up capability, and the new fast-draw *Showdown*. Realistic Old West action is found here in a simulation gunfight. Each *Showdown* game is sold with a location tournament kit that comes complete with a poster for local fast-draw contests.

Micro Mfg. included a novelty piece in its booth, the *Old McDonald* game, that has barnyard graphics with a moving farmer who catches eggs coming down from the hen house. Features include digital scoring, plywood cabinet, attached seat, and optional ticket dispenser.

*"The turn to redemption is a matter of survival."*

Grayhound Electronics showed its *Newport Basketball* game that features free-game point setting, programmable vend from 25 cents up to $1 per play, and space-saving design.

American Sammy debuted the *Little Slugger Baseball* game, a kiddie redemption unit with flashing lights and digitized sound effects. Dimensions are 18'' wide, 18'' deep, and 48'' high. The target age for this game is four years old and up.

Williams Electronics has added totally new features to its *Shuffle Inn* shuffle alley game that's suitable for both taverns and game rooms. Ticket-dispenser capability may bring redemption into street locations with this unit. The optional bill acceptor is also a plus, and the cabinet-mounted beacon light will attract players.

It's interesting to note that two redemption game manufacturers who were positioned side-by-side had differing opinions on the show's success. One rated the Expo a 10 for traffic and operator interest; the other rated it only a 7. It all depended on who you spoke with at any given time.

### Non-ticket novelties

Mayoni featured the newly designed *Ziggy* capsule vendor that allows more room for prize storage at the bottom, plus front-access for the operator when removing cash from the coinbox or working on the coin mechanism.

Also at Mayoni: the *Zorg* robot vendor, *Big Top Mini Pinball*, *Compu-Scale*, and the company's line of impulse machines, including the *Memory Quiz, Perfect Match, Carmen the Talking Gypsy*, and *Love Tester*.

Vari-Tech exhibited three impulse machines with the *Love Tester, Memory Tester,* and *Sex Tester*. Among the features are control panels with color buttons that light up in random order, complete sound package, and available ticket dispensers.

Coin Concepts offered two toy vendors: *Jumbo* has an elephant picking up prizes with his trunk; *The Monkey* has a primate telling jokes as an egg or capsule comes to the player.

Mr. Vend displayed its line of impulse units, including *The Gypsy, Match Maker, Love-O-Meter*, and *Heart Rate and Fitness*. Also in the Mr. Vend booth: the *Computerized Scale*.

Golden Years Amusements exhibited a complete line of antique replica machines in oak cabinets, both upright and pedestal style. Among the game titles were *Love Tester, Mystic Lady, Kiss-O-Meter*, and *Love Connection*. Custom units are available. The company also showed the *Token Press*, an upright unit that will imprint tokens with the location name and message.

Auto Photo Systems featured a *Photo Me Express 2000* metal photo booth that occupies only six square feet of space. Alongside this unit was the *Auto Photo Express Card Service*, a machine that allows self-serve business card production. For a charge of $3, patrons can obtain 50 business cards or 25 announcement cards. There are 15 different types of cards and four different lettering styles.

### Cranes and Rotaries

Although their numbers are dwindling, quality cranes from several established manufacturers were on the exhibit floor. Deeper prize areas, increased glass viewing area, and halogen lighting mark the cranes of the '90s.

Betson Enterprises featured its popular line of *Big Choice* cranes, including the *Big Choice Limited Edition*, available as a one-player or two-player unit. Features include oversized claw for large prizes, separate locked cashbox, locking caster wheels, and $1/$5 bill acceptor with stacker.

GRAND PRODUCTS

Before Fire,
Before the Wheel...
There was...

# DYNO BOP™

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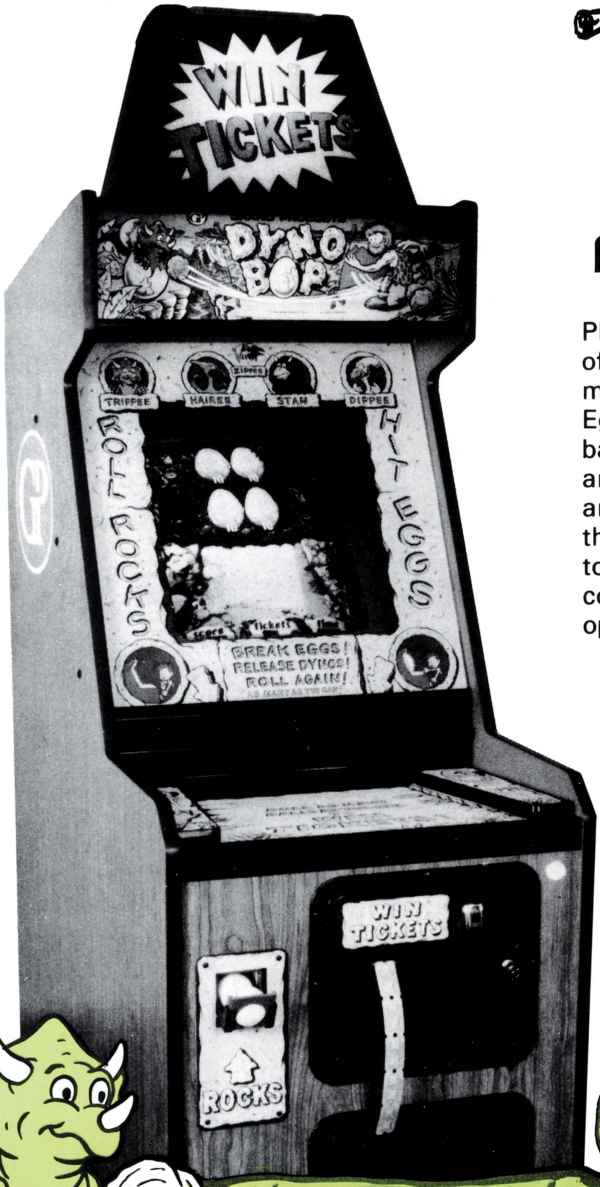

## The Pre-hysteric, New Video Redemption Game from Grand Products, Inc.

Players with a dinosaur's appetite for fun will come out of their caves to discover Dyno Bop! Roll the balls, as many as you can, across the playfield at the "Dyno Eggs" on the video monitor. Balls become rocks, bashing into the eggs and hatching comical prehistoric animals and birds that flee and fly away. Every egg, animal and bird has a different point value when hit. In this terrain, there are some special high value targets, too! At game's end, tickets are awarded, so players come back for more. (Operators can also select an option called Megatickets!)

Dyno Bop comes complete with:

- Flashing display sign
- 19" Wells Gardner video monitor
- Deltronic ticket dispenser

And Dyno Bop is so easy to play, even a caveman could enjoy this egg-citing, new innovation from the creators at Grand Products, Inc.

Software
© 1990 Incredible Technologies, Inc.
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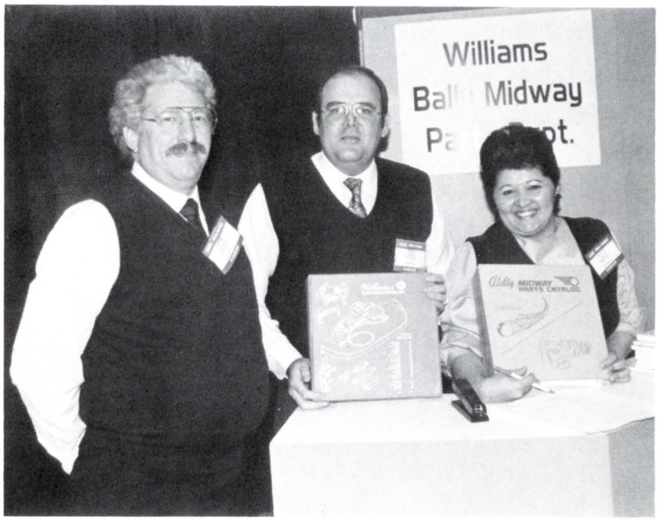
Patent No. 4872687
Other Patents Pending

GRAND PRODUCTS, INC.
425 Meyer Road
Bensenville, Illinois 60106
Phone 708/766-8282 Fax 708/766-6688

Cabinet Specs:
Height: 70"
Width: 24½"
Depth: 43"
Weight: 295 lbs.

Edward Seidel (second from left) welcomes Putt-Putt Golf and Games operators, (l-r): Pat Gordon, F.W. Hildebrand, and Charley Zeni.



Williams/Midway prides itself on its service department.

Howard Smoyer (l) of Merit and Todd Erickson of Summit Amusements.

Ko Adachi and Norm Evangelista flank lovely co-worker at the American Sammy booth.

Jean Claude Tribut (l) with Jerry and Jerry Ray Monday.

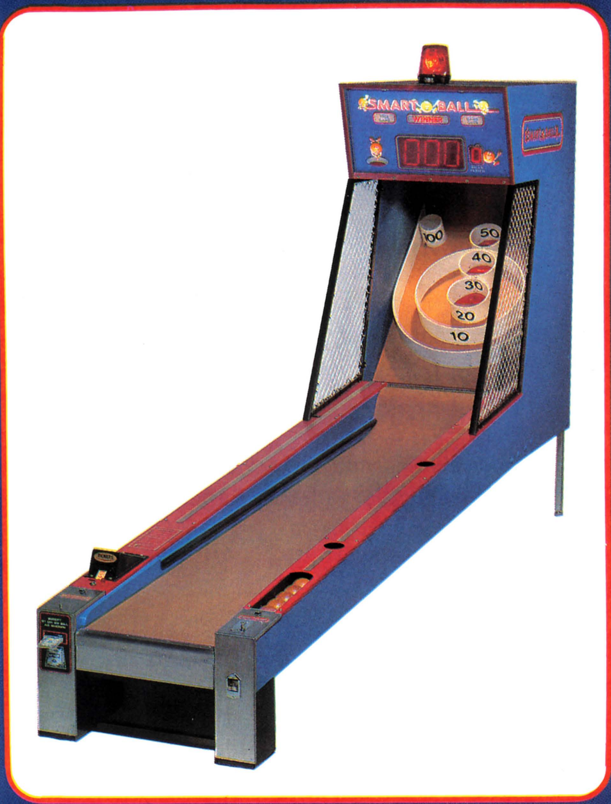
At the Plush Appeal booth, (l-r): Peter Christianson, Darleen Hansen, and Catherine and Daryl Fletchinger.

# THE SMART CHOICE

*Simply the Best!*

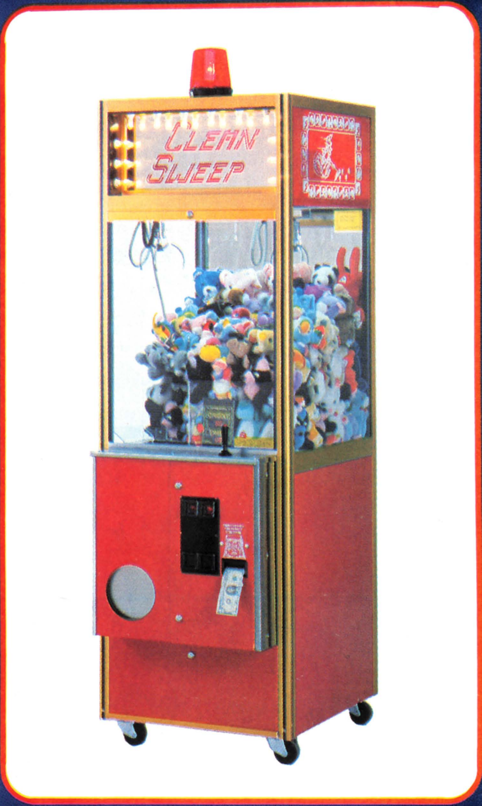
## SMARTBALL SKILL ALLEY

NEW!


SMART BALL
WINNER

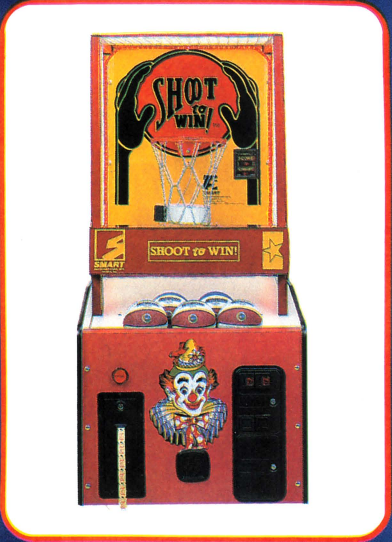
SMARTBALL SKILL ALLEY IS AVAILABLE IN 1 AND 4 PLAYER MODELS IN 10 OR 13 FOOT LENGTHS

## CLEAN SWEEP SINGLE


CLEAN SWEEP

NEW!

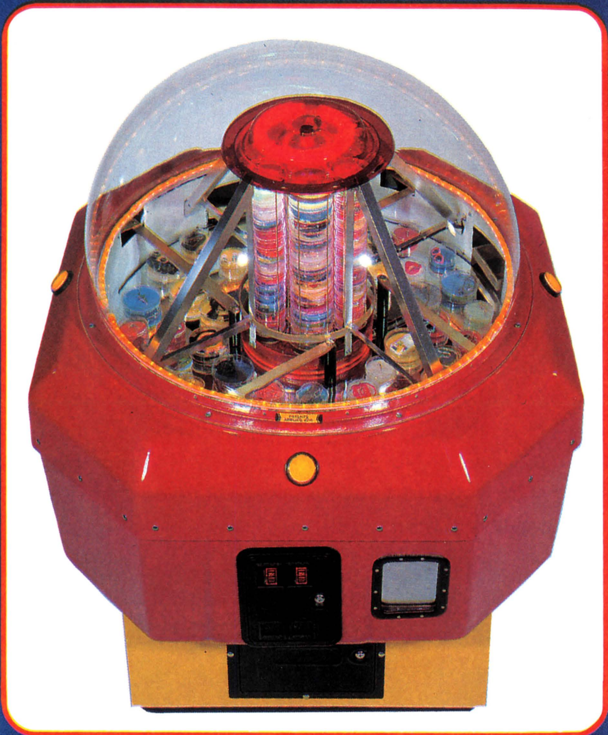
## SHOOT TO WIN JR.


SHOOT to WIN!
SMART
SHOOT to WIN!

## JACKPOT ROTARY

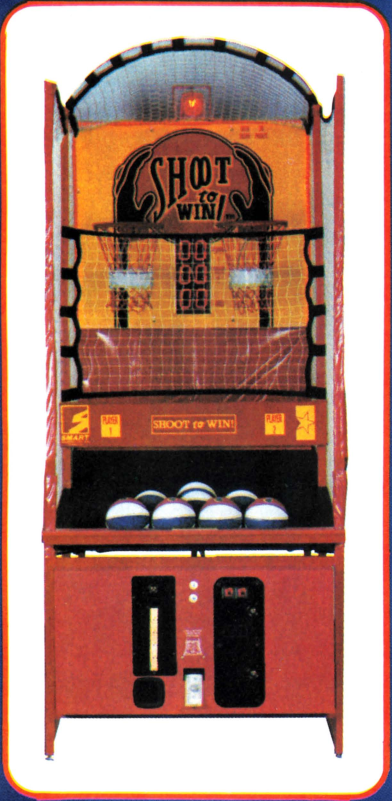
4 PLAYER

NEW!

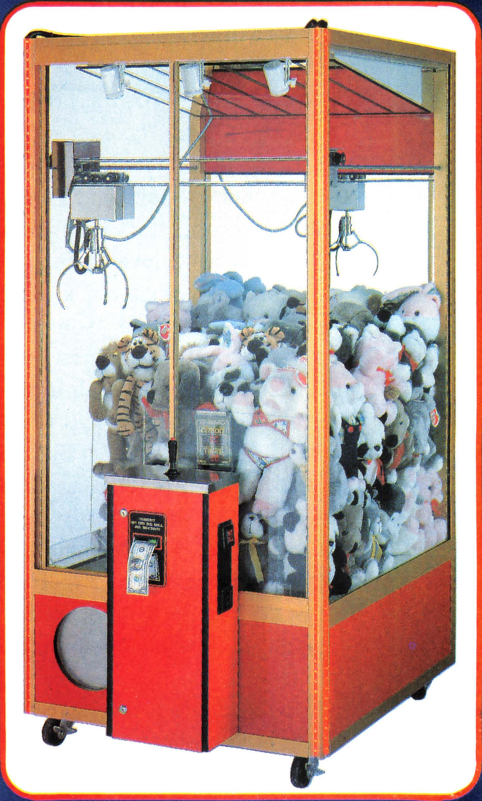


## SHOOT TO WIN II

1 HOOP AND 2 HOOP


SHOOT to WIN!
SMART
SHOOT to WIN!

## CLASSIC JUMBO SINGLE



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GaMCO's *Crown Jewels* rotary merchandiser was in its booth. It is available in a 30-cup model or 80/90 cup model, both with joystick control, automatic security gates, adjustable pricing and time, and $1/$5 bill acceptor available.

Kramer exhibited the *Skill Dozer II* with rotating turntable and revolving pusher, and the *Kramer Krane 2000* single upright crane with coin-in and prize-out meters, joystick or button controls, operator-adjustable claw, and seven complete dip-switch-changeable play modes.

Smart Industries exhibited its line of *Clean Sweep* cranes, from the *Classic Jumbo* to the triple. Smart's *Jackpot* four-player rotary was introduced in a single-player format that allows the unit to be placed against a wall, or back-to-back with each other. The *Jackpot* automatic prize loader system makes it especially interesting to operators.

Grayhound showed two cranes: the *Super Skill Crane* with deep bay area and removable front panel, and the *Jumbo Skill Crane* with adjustable claw, dual coin mechs, and standard coin accumulator and bill acceptor.

The Hollywood Group offered both economy and deluxe models of its cranes, as well as the new *Jumbo Turbination* that features the Hyperclaw, a patented, highly maneuverable, giant four-fingered claw that spins.

Although crane revenues are said to be decidedly down, many operators expressed their continued support of cranes. It appears to be a matter of commitment to creatively stock the cranes and operate them with a reasonable win ratio. Cranes are ''labor intensive'' units, said one operator. ''Cranes require time, but the rewards are there.'' ☐

# Video: The good, the bad, the usual

Ever since the mid-'70s, when video games began to overtake pinballs as the industry focus, they have been the fixation of AMOA and ACME attendees. This year at the AMOA was no exception. However, videos did take a few steps back in favor of other types of equipment, namely video pokers and redemption equipment, as operators struggle to maintain their return on investment.

Everyone is looking for a trend, new technology, a new idea—something that signals the beginning of a new era for the coin machine industry. Unfortunately, many don't believe they will find it with video. ''I always hope that there will be something really different, but I'm usually disappointed,'' noted one operator. Another agreed, ''I don't think we are ever going to see the days like we had with *Pac-Man*. We got a little spoiled and expected each show to show us something great and wonderful.''

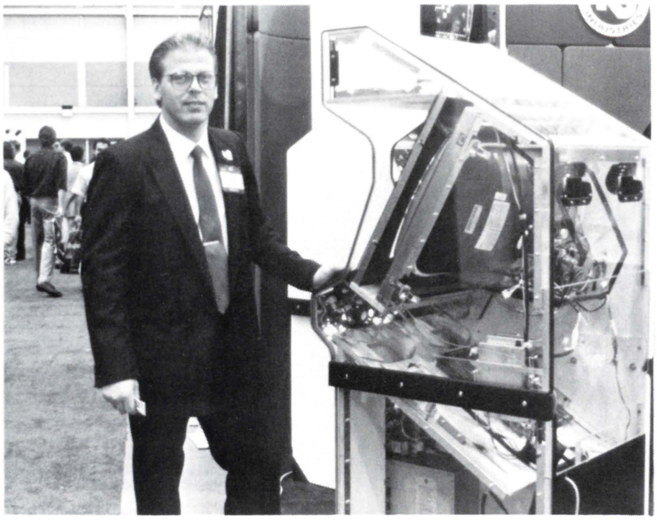
Those searching for trends and equipment to shatter expectations focused their sights on other things. ''There has to be something to bring my collections way up, but I don't really believe it will be with video,'' observed an operator checking out redemption pieces. Another operator was envious of the few states that have legalized video pokers: ''Video pokers are our future. No doubt about it. I wish my state would legalize them so I could make some real money.''

> *''Everyone is looking for a trend, new technology, a new idea.''*

Yes, video pokers and redemption garnered a good share of attention, but some operators cautioned their peers to put it in perspective: ''Redemption—and video pokers, for that matter—are still only two aspects of our industry. Videos, pins, jukeboxes, and pool tables are aspects of it, too. We have to be able to intermingle them all for maximum effectiveness in our businesses.''

Another operator added, ''Sure video pokers might one day be legal, but we can't run our businesses on what might be. We have to make the best of what we have to work with. And quite frankly, I think we have a lot of good video games to choose from. Anyone who is complaining about the games is doing too much complaining and not enough hard work.''

Even though many operators felt that the games were adequate, there were those that couldn't hide their disappointment at the video game selection, leading to comments like these from a Midwest operator: ''It's unbelievable how many games there are with the same theme. Once *Tetris* came out, everyone else had to have a game like it. And that's not even mentioning the



Andy Berglund showing off Knock Down Industries' line of cabinets.

BILL
VALID
WE TAKE THEM
ALL...

(L-r): Ivo Gardewlini and Joe Vogel of Coin Bill Validators with Ray Sherrod of Intercard, Inc.

"Come on guys, give me a turn!" The adults enjoyed the games as much as the kids did.

With lovely models Capri Graves (l) and Kelley Worrell (r) are the *Riverboat Gambler* design team, (l-r): Dwight Sullivan, Ward Pemberton, and Pat McMahon.

(L-r): Harshad Mehta, Mardolomed Torino, Cathrine Rachel Henry, Gautam Mehta, and Hank Sprong at the Gamebusters booth.

Acme Premium
Supply Corp.

Bob Rothman of Game Exchange with Susie Fennel of Acme Premium.

Ace Novelty's Rorie Keller (l) joins Joe Bates of Plush-4-Play and Douglas Smart of Northern Amusements.

From Namco, (l-r): Michael Cooper-Hart, A. Shunji Iki, Masaya Nakamura, Masahiro Tachibana, Joanne Anderson, and Tsutomu Kawai.

The Silver Bullet
ENGLISH MARK DARTS
CLASSIC DARTS

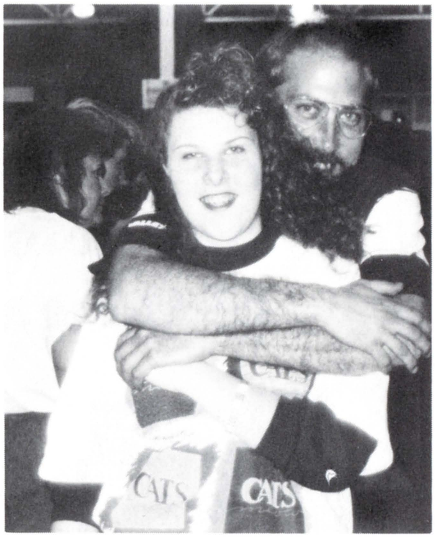
Sam Zammuto of Arachnid shows off the award for "Most Played Dart Game" from the AMOA.

Taking a break at the Play Meter booth, (l-r): Renee Pierson, Bonnie Theard, and Carol Lally.

Williams' Mark Turmell, designer of *Smash TV*.

Julie LeBell takes a ride on *GP Rider*.

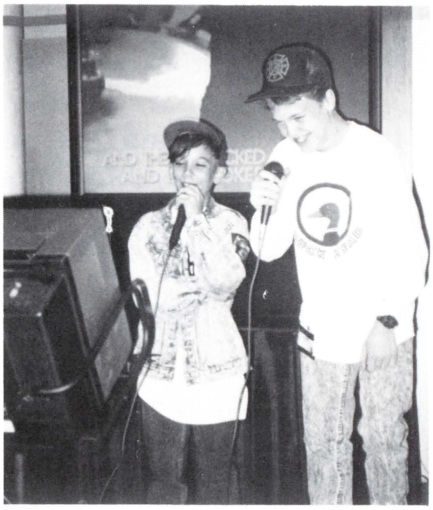
At the PARS booth, (l-r): Tom Thomason and John Hafezi of PARS with Mark Mandeltort and Robert Chen of Saturn Amusements.


Valley's Bill Nemgar with Mindy Mitchell.

Carson City
MANUFACTURING
Exceptional Music Systems
Julie and Paul Harmon of Carson City Mfg. beside the *Country Classic* CD jukebox.

By American Shuffleboard's long-time table, (l-r): Leo Stelter, Dick Delfino, and Sol Lipkin.

COIN CONTROLS
Bob Smith and Ellen Evans of Coin Controls flank Rich Gentili of Humble Vending.


Ryan Percle (r) and Adam Durand show off their singing talents.

*In arcades and amusement areas...*

**Standard Change-Makers are the name of the game!**

CHANGE
change
change

**They hold up to 12,800 quarters or tokens of similar size. They have rugged cabinets and unequalled security. And above all, they are thoroughly dependable!**

**They're available in floor console or wall-mount models with one or two bill acceptors. Call or write today for full information on these remarkable changers.**

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*Regional offices and complete service centers in Santa Fe Springs, CA., Ridley Park, PA and in Canada (St. Laurent, Quebec)*

# From an operator

The following is a list of games from James Overman, an operator in Baton Rouge, La. He rates the games by taking into consideration all aspects of the game—from play, cost, manufacturer's track record on service problems for previous games, etc.

## Best new kits

| Name of game | Rating |
|---|---|
| Magic Sword/Capcom | 84 |
| Blood Brothers/Fabtek | 80 |
| Shuuz/Atari | 78 |
| Rai Den/Fabtek | 77 |
| Ataxx/Leland | 77 |
| Punk Shot/Konami | 75 |
| Hit the Ice/Williams | 74 |
| Carrier Airwings/Capcom | 74 |
| Double Dragon 3/American Technos | 70 |
| Aurail/Sega | 68 |
| Super Buster Bros./Capcom | 67 |
| Out Zone/Romstar | 67 |
| Pound for Pound/Irem | 66 |
| Pigskin/Midway | 66 |
| Mega Twins/Capcom | 64 |
| Hammerin' Harry/Fabtek | 63 |
| Strato Fighter/Tecmo | 63 |
| Majestic 12/Taito | 62 |
| Dragon Saber/Namco | 62 |
| Super Pinball Action/Tecmo | 61 |
| Sky Smasher/American Sammy | 61 |
| Gomorra (name will change to *Bio-Ship Paladin*)/American Sammy | 58 |
| Push Man/American Sammy | 55 |
| Thunder & Lightning/Romstar | 55 |

## Best new dedicated

| | |
|---|---|
| Race Drivin'/Atari | 89 |
| Ghost Hunter (name will change to Laser Ghost)/Sega | 89 |
| Pit-Fighter/Atari | 86 |
| GP Rider/Sega | 85 |
| Dyno Bop/Grand Products | 71 |
| Cisco Heat/Jaleco | 71 |
| Steel Gunner/Namco | 69 |
| Brute Force/Leland | 64 |

## Best new innovative game

Mad Dog McCree/Betson-American Laser: This game uses a video screen and a gun. The video uses a laser player. This game is really good, but how long will the laser work? The setting is an old-time Western town; you are sent in to clean up all the bad guys.

VENDING TIMES
1
2

Adults clearly enjoyed Vari-Tech's *Truck Race* and *Water Race*.

HOW'S YOUR MEMORY? QUIZ!
TEST
Love

Oscar Robins of Mayoni (l) and Evan Brown of B&B Music.

Moises and Fanny Soffer of Industrias Vibratek with Enrique Garcia (l).

JALECO
JALECO

Jaleco's Larry Berke (l), Darlene Lamz, and Howie Rubin.

Lee Batson of Sunshine (c) at the Jaisy booth with Jay Salkin and Allen Salkin.

Nick Cognevich challenges John Gambacorto of United Vending in Syracuse to a game of *Water Race*.

# AMOA EXPO '90

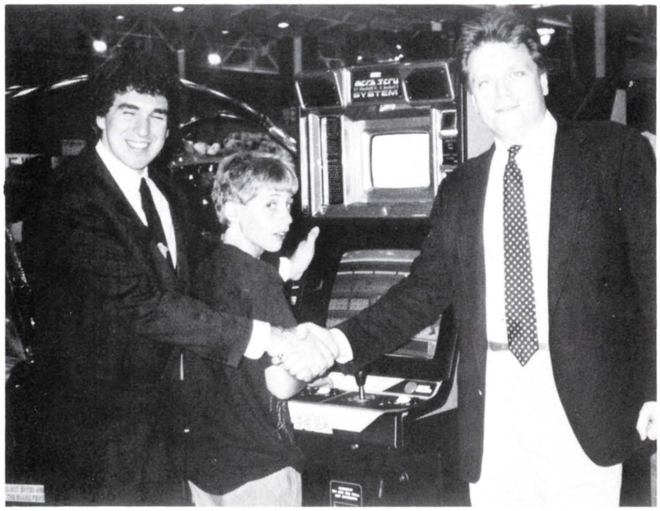
At the Suzo booth, (l-r): Alfred Weichselberger of Austria, Robert Van Enkhuijzen of Holland, and Marcel from Germany.

NEW ITEM!
The fastest and easiest way to move pool tables
"CHALK UP" TIME & MONEY SAVINGS

Play Meter's Carol LeBell with Raymond Lonsway of Step-N-Roll Dolly Co.

From Georgia, (l-r): Lee Martin, Lee Martin, Jr., and Roy Echols.

Nintendo's Chris Holly (l) and Linda Weber love playing *Dr. Mario*.


MEGA TECH SYSTEM

R.H. Belam's Simon Deith (l) and Prism's Frank Bundra shake hands by the *Mega Tech* system.

Linda Weber of Nintendo and Jim Wittler and Lou Larson of Atlas catch up on the latest news in Play Meter.

# IT'S NOT HOW MUCH WE HANDLE. IT'S HOW WELL WE DO IT.

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**P P I**

shoot-'em-up games and fighting ones. My theory is that when all else fails, the manufacturers simply copy something that's popular. They are always a safe bet. I think the manufacturers are holding out for ACME. From what I've seen here, I'm expecting a great deal in the springtime.''

***''I always hope that there will be something really different.''***

His friend was quick to disagree, saying, ''You must be kidding. The way the industry is right now, I'm sure that if the manufacturers had anything in their lineup they would have had it here. But like my friend said, I can always tell when manufacturers have run out of ideas because there are a bunch of games with the same theme.''

Though operators commented on the number of driving games at the show, in reality there were less than half a dozen. Of course, since these games tend to be some of the most expensive, buying even a few of them would stretch even the most liberal budgets.

Many operators were looking for games to use in their street locations. We have heard a lot of talk this year from manufacturers who say they understand the need for street pieces. After all, bars and taverns make up the majority of the street locations. But there weren't too many from which to choose. Less than a dozen, mostly puzzle-type games, were specifically geared toward taverns. Kaneko had one that is obviously aimed at taverns *Gals Panic* features the disrobing woman, which always seems to please bar patrons.

One thing was evident after the first pass around the expansive exhibit floor: there were not as many video games that had not been formally introduced previously. There were years when manufacturers showed up to 10 new games. Some may disagree, since there were over 65 video games on display, but many of those games had already been introduced, some months before. One operator said that was a definite advantage because ''the distributors have had a little time to do some testing.''

Although there may not have been quite as many brand-spanking new videos, it was also harder to find a really bad one, according to this operator: ''I usually walk around the floor the first day and eliminate the super bad games, then concentrate on the others. This time, though, it didn't seem like there were as many to discount completely.''

What does it mean? Operators offered two theories: either video game manufacturers are doing so well in the consumer arena that they just don't care about coin-op anymore, or they have decided to be more discriminating about what they do introduce.

As to the first theory, it's hard to believe that manufacturers could feel that way. One manufacturer commented, ''We are doing very well in consumer and are proud of that. But we are also very proud of the job we are doing in coin-op. Why can't we be successful in both areas?''

Why not indeed? Virtually all manufacturers had similar feelings, including Nintendo, probably the most notable in the home market but remaining loyal to its roots in coin-op. Not only has Nintendo added to its already extensive list of titles for its PlayChoice system, but it introduced a new game, *Dr. Mario*, for its VS. system, which is over six years old.

SNK, too, has a system that is garnering an unusual amount of favorable publicity. The *Neo-Geo* is finding favor with many operators, although the company has plans for the home market.

Operators and distributors have said for a long time that the industry can't support a myriad of mediocre video games. Perhaps the manufacturers have listened. It did seem like each game had potential. They apparently also listened to the clamor for kits. Kits far outweighed dedicated

## The kids speak

Since the show was in Play Meter's home town of New Orleans, our kids had a chance to attend the show, which was quite a treat for them. We decided to pick their brains about what games they liked. Here is their list:

**Nick Cognevich:**

*Steel Gunner*
*Cisco Heat*
*Pound for Pound*
*Space Gun*
*Blood Bros.*
*Out Zone*
*Push Man*
*Cosmo Gangs*

**Brad and Greg Theard**

*Cisco Heat*
*Hammerin' Harry*
*Strato Fighter*
*Shuuz*
*Adventures of Edward Randy*

**Dante Pierson:**

*Brute Force*
*Dr. Mario*
*Double Dragon 3*
*Ataxx*
*Simpsons*
*Super Pinball Action*
*GP Rider*
*Pound for Pound*

**Philip, Anne Jeanette, Julie, Steve, Aaron, and Charles LeBell:**

*Pit-Fighter*
*Space Gun*
*Pop-A-Shot*
*Simpsons*
*GP Rider*
*Cisco Heat*
*Race Drivin'*
*Wacky Gator*
*Punk Shot*
*Hit the Ice*
*Bozo Basketball*

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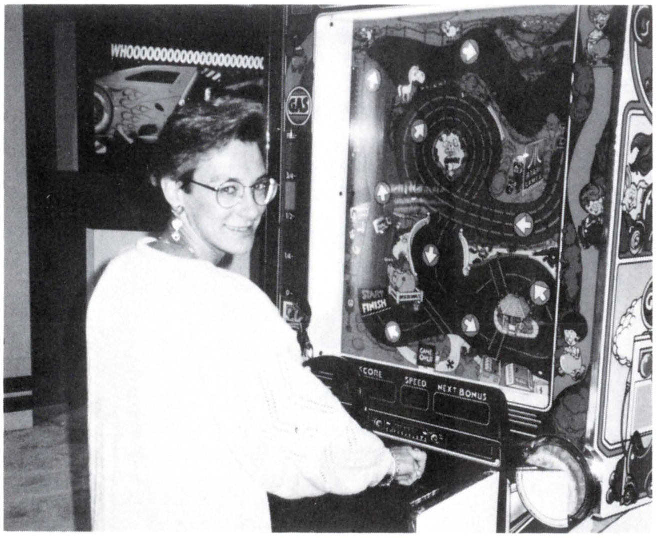
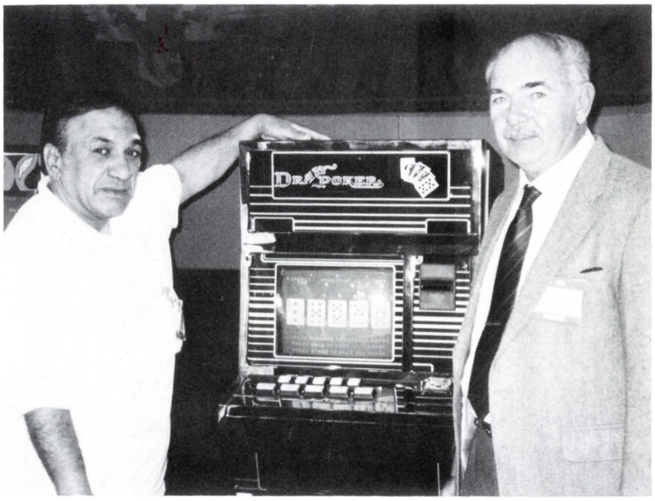


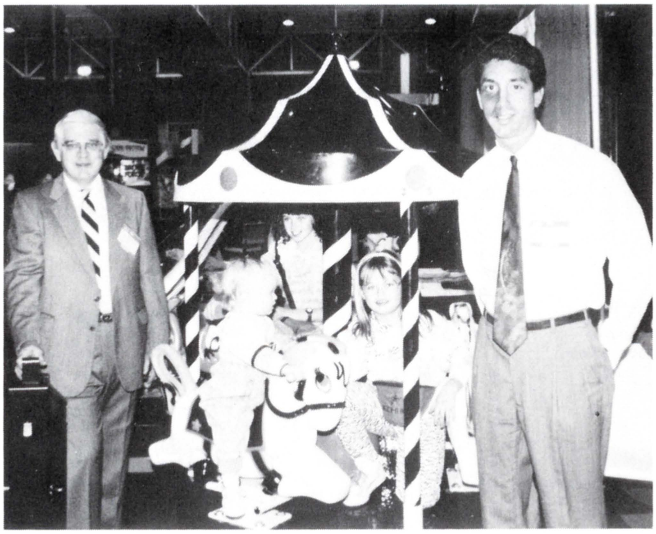
Janice Erdman of Capital City Amusements in Canada plays Atari's *Gumball Rally*.

At the Yamate booth, (l-r): Len Nicoletti, Ivo Gardewlini, Jane Rosen, Lee Wesson of W&W Entertainment, and Jim Duckworth by the *Lucky 21*.



William Frankis of Towson Vending (l) and Horst Wedner of Foxtronix by the *Draw Poker*.

Daryl (l), Catherine (r) Fletchinger, and Darlene Hansen of Plush Appeal with Mary and James Day of Magic Door.



Carousal International's Ken Schaffer (l) and Brad Veatch.

At the Valley booth, (l-r): Greg Elliott, Dick Shelton, Melody Sutkowi, Alan Schafer, and Dave Kristal.

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# VIDEO GAMES AT A GLANCE

## AMERICAN SAMMY

*Pushman:* Horizontal kit; one- or two-player interactive puzzle game; player must arrange and move blocks in order to proceed on to the next level; appeals to slightly older player; good for college and tavern locations.

*Gomorra* (will be called *Bio-Ship Paladin*): Horizontal kit; one- or two-player interactive space adventure; innovative firepower with unique cursor fighting system; computer adjustment to player skill level.

*D.J. Boy:* Introduced last summer; now available at a lower price.

*Sky Smasher*: Vertical kit; two-player interactive; player uses a joystick and two control buttons to maneuver a flying vehicle through enemy territory.

## AMERICAN TECHNOS

*Double Dragon 3, The Rosetta Stone:* Horizontal kit; two- or three-player, operator-selectable; JAMMA compatible; newest adventure of Jimmy, Billy, and now Sonny traveling to distant lands.

## ATARI

*Pit-Fighter:* Dedicated upright; street fight theme; 25-inch monitor; digitally processed graphics; game play features three masters each skilled in a different form of fighting; characters use various weapons.

*Race Drivin':* Deluxe cockpit style (update kits to convert *Hard Drivin'* also available); features new super stunt track with corkscrew loop, jump loop, and dangerous winding mountain road; built-in pace car and lap timer.

*Shuuz:* Horizontal kit; one to four players alternate; players compete in an exciting game of horse shoes; track ball and two button controls; great for tavern locations.

## BETSON/AMERICAN LASER GAMES

*Mad Dog McCree:* Dedicated in two models—large with gun stand several feet from screen and an upright model; players face-off in the Old West with a laser movie of a gunslinger on a video screen.

## CAPCOM

*Magic Sword:* Horizontal kit; medieval fantasy adventure; two-player interactive; 50 challenging levels; players choose to be one of the two heroes who battle the henchmen of Drokmar, the evil one; features an eight-way joystick and two buttons.

*Carrier Airwing*: Vertical kit; flying shoot-'em-up theme; player pilots an aircraft while battling deadly enemies.

*Mega Twins:* CPS conversion; cutesy, action adventure; the mega twins go through a myriad of obstacles while trying to survive.

*Super Buster Bros.:* Vertical kit; two-player interactive; sequal to *Buster Bros.* with some unique added features.

## CHEVALIER INTERNATIONAL

*Tic Tac*: Vertical kit; one-player puzzle theme; player must match pattern with balls (or squares) falling from top of screen; perfect for tavern locations as well as others.

## DATA EAST

*Adventures of Edward Randy:* Upright or horizontal kit; available in January.

*Caveman Ninja:* Upright or horizontal kit; available in January.

## FABTEK

*Blood Brothers*: Horizontal kit; one- or two-player simultaneous action; 25 challenging stages; buy-in feature; players are back in the Wild West, but this time the cowboys and Indians are on the same side for a showdown with Big Bad John and his gang.

*Rai Den*: Introduced several months ago; still selling.

## IREM

*Pound for Pound:* Vertical kit (suitable for cocktail conversions); one- or two-player simultaneous; quick-response track ball and button controls; eight opponents in a championship boxing theme; players jab, hook, stick, and move their way to victory against such masters of the glove as Cue Ball, Bone Crusher, and The Beast.

*Hammerin' Harry:* Horizontal kit (suitable for cocktail conversions); joystick and button controls; cute adventure theme; character raises havoc with the construction crew that tears down his house; the construction workers throw things like bags of cement to stop his onslaught.

## I-VICS

*Palamedes:* Horizontal kit; one- or two-player interactive, simultaneous play; player uses a shooter die at the bottom of the screen to shoot at lines of dice—six across—moving from the top of the screen; form combinations of dice similar to poker hands.

*Birdie Try*: Vertical and cocktail kit; golf theme; progressively difficult holes become more challenging with doglegs and water hazards, including streams and large areas of water; joystick and button controls; full range of options.

## JALECO

*Cisco Heat*: Dedicated upright or cockpit; communication link available; a LeMans five-stage course through the narrow, winding streets of San Francisco; players choose either an American police sedan or a European sport compact; moving seat mechanism, screeching sound effects, and stereo music.

*Earth Defense Force:* Horizontal kit; available in January.

## KONAMI

*Punk Shot:* Dedicated or horizontal kit; four-player interactive; eight-way joystick and two button controls; street basketball in its raw form; the Ramblers take on the Slammers; players choose their own turf—downtown or in the alley, local park, or dockside.

*Over Drive*: Dedicated upright; steering wheel, gear shift and accelerator controls; stockcar racing challenge with day-into-night driving; the competition takes the player through various sections of the country; he must maintain his speed while negotiating hairpin twists and turns.

## KANEKO

*Gals Panic*: Vertical kit; two-player interactive; six gals provide on-screen entertainment as the game progresses; player must chisel away portions of the screen by manipulating the on-screen cursor to see what lies below the shaded layer; great for certain bar locations.

## LELAND

*Ataxx*: Dedicated upright; one or two players; players maneuver ''globs'' into position to capture opponent's globs; while attacking them, they are attacking you; the one with the most globs at the end of the game is the winner.

*Brute Force*: Dedicated upright; 25-inch monitor; three-player continuous buy-in; 3-D interactive with eight-way joystick; Big City USA. is out of control—skinheads are rioting; Chuco gangs have staked out their territories and crazed snipers prowl the rooftops; with the police hopelessly overwhelmed, there's only one force that can take back the streets—Brute Force; fighting takes place through 60 scenes.

*(Continued)*

(L-r): Sal Mirando of SMS, Rick Schillinglaw, and Dickie Morris of Rick's Game Sales by *Pop-A-Ball.*

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Buzz and Sue Bruner with their pull tab ticket dispenser, *Zanadew*.

BOZO BASKETBALL
Profit

By the new *Bozo Blast-Off*, (l-r): Mike Seibert of Design Plus and Linda and Eugene Caljean of Caljean Amusements.

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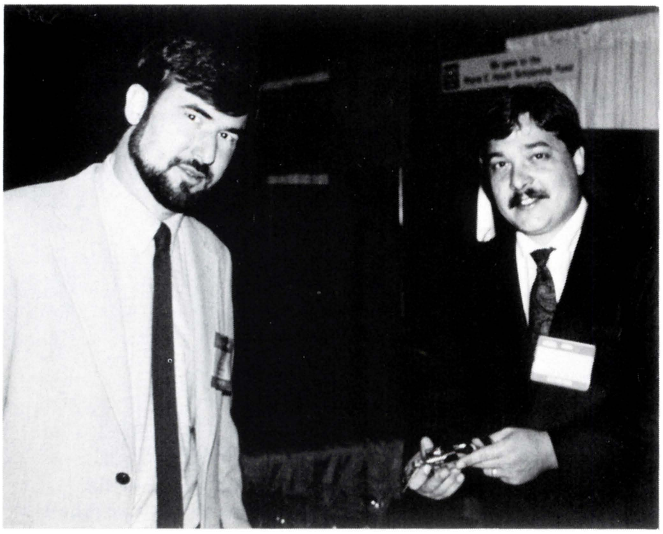
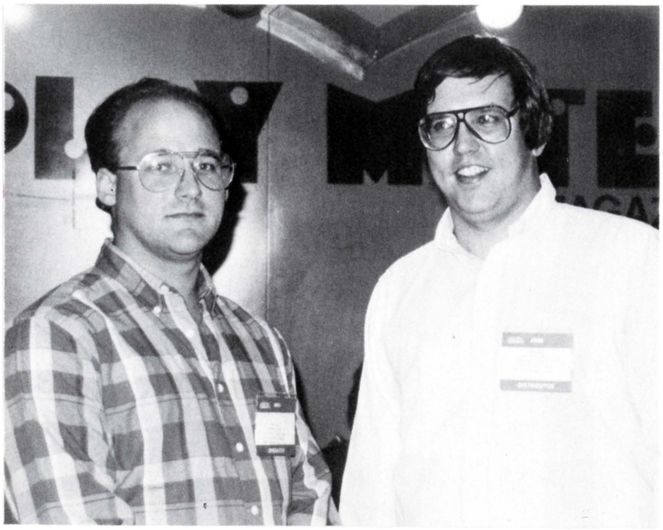
(L-r): Gerald Steinburg of Joyland Amusement Centers and John Park of Park Vending with the HMS Monaco crew, Bruce Haber, Ira Erstling, and Steve Schulman.



Dave Stubblefield and Ed Cipolinna of Baton Lock.

TOP
WON'T WEAR OUT!
STEEL TOP
OR
MICA TOP
PERFECT
FOR
SPORTS BARS

Imagination Leisure's Dick Simon on the new *Super-Bowl.*



Quint Carriere (l) and Frank Scurlock of Fun Factory in New Orleans.

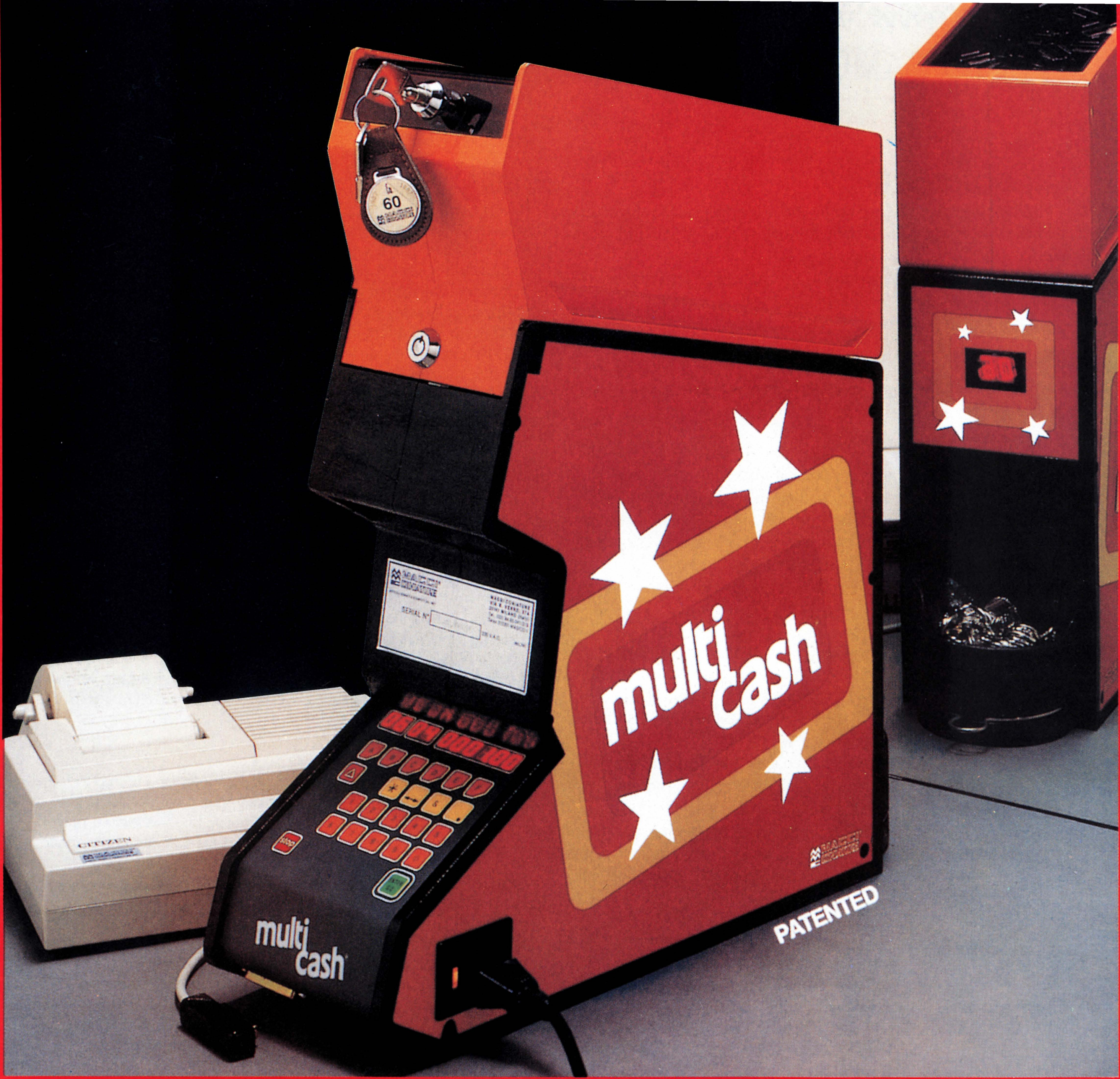
(L-r): Richard Ditton, Carol Tomme, and Dave Thiel of Incredible Technologies.

Nick Cognevich (l) and Robert Buckovich loved *Steel Gunner*.

At the Hantarex booth, (l-r): Mario Martelli, John Hickey, and Ray Fontana.

Sharp Image's Chris Anderson's wife (l) with their two children and Tara Reid.

(L-r): Cliff Brechner of Dan Brechner, Gary and Nolan Estopinal of Chalmette Amusements, and Mark Rasnow, Fred Salamy, Werner Heymann, and Jay Rubenstein of Dan Brechner.



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# VIDEO GAMES AT A GLANCE

## MICROPROSE

*F-15 Strike Eagle*: Dedicated upright; 3-D graphics; the player must pilot the supersonic F-15 jet fighter through six unique combat arenas with realistic turns, rolls, and loops.

*A-10 Tank Busters*: Will be available later next year. For those that have *F-15 Strike Eagle*, a conversion kit will be offered.

## MIDWAY

*Pigskin*: Available as a conversion for *Arch Rivals.*

## NAMCO

*Steel Gunner*: Dedicated; available in March.

*Final Lap 2*: Dedicated sit-down; three newly designed race courses include Monaco, Italy, and USA; up to four units can be linked together.

*Dragon Saber*: Vertical kit; one- or two-player interactive; the sequel to *Dragon Spirit* with some added challenges.

## NINTENDO

*Dr. Mario*: For VS. or PlayChoice systems; one- or two-player; the object is to help Dr. Mario destroy a nasty bunch of viruses by lining up appropriate combinations of vitamins.

*Teenage Mutant Ninja Turtles—The Arcade Game*: For PlayChoice; two more screens than the original game.

*Solar Jet Man*: For PlayChoice; the player must maneauver his way through a maze of space worlds, towing different things like fuel and power back to his home space station.

*Mega Man III*: For PlayChoice; Nintendo calls it the most powerful game for the system; Mega Man and his dog RC must travel through various stages and defeat the Robo-Boss to obtain a new weapon; after that it's on to even more stages and more challenges.

## QUANTUM INDUSTRIES

*Micro League Football*: Dedicated with 25-inch monitor or horizontal kit; features 20 pro football rosters with real NFL players and their statistics; player controls the teams, both offense and defense; ideal for tavern locations.

*Quantum Quiz 90*: Update for Status System; available as dedicated countertop, upright, or horizontal kit; trivia conversion with six categories of new questions geared toward the late '80s and early '90s.

## ROMSTAR

*Thunder & Lightning*: Vertical kit; one- or two-player simultaneous; Mr. Chin and his sidekick Marcus have gone too far; in searching for delicious munchies, these culinary crackpots have angered the Thunder Warrior who now holds them captive; the player must use his Demo Ball and thunder & lightning stick to escape the wrath.

*Out Zone*: Vertical kit; two-player interactive; set in the 21st century at a remote outpost in space, the player must rescue his comrades and shuttle craft from the out zone.

*Snow Bros.*: Horizontal kit; introduced at ACME in March; players complete the 50 snowy scenes.

*Gun Dealer*: Vertical kit; one- or two-player interactive; a card game in which players play a game similar to Gin Rummy; cards come from the top; you must place them with the corresponding hand.

## SEGA

*Ghost Hunters* (will be called *Laser Ghost* when released in January): Dedicated; three-player gun game; features ''laser'' guns mounted on a unique cabinet; players must shoot the bad ghosts in a variety of locations, including graveyards and hotels.

*GP Rider*: Ride-on or upright dedicated; linkage system available; exciting circuit racing for one or two players; players are pitted against each other on a challenging race track; each driver chooses various techniques to emerge the winner.

*Aurail*: Horizontal kit; one joystick and six button controls; two-player alternating with buy-in and continuation features; player must maneuver aircraft through 3-D like scenes, destroying all enemies using 360 degree rapid fire.

## SNK

*Neo-Geo*: System for up to six games; a ''Memory Card'' system allows players to save their game play on any *Neo-Geo* game; new games for the system include:

*Super Spy*: Challenges players to get to the 16th floor of a building and destroy enemies.

*King of the Monsters*: Monsters take over Japan.

*Puzzled*: A two-player puzzle piece game.

*League Bowling*: Bowling theme using the multi-link feature.

*Cyber-Lip*: A futuristic setting with fighting robots and androids.

*Ninja Combat*: A two-player fighting game in which the player must pick up weapons, throw punches, kick the enemy, and change into different characters.

## STRATA

*Strata Bowling*: Upright, cocktail, and countertop kits; up to four players on three different games; bowling theme with realistic play.

*Hot Shots*: Upright, cocktail, and countertop kit; one- or two-player tennis-themed game; players pick their starting skill and move up the rankings.

*Golden Tee Golf*: Horizontal kit; 3-D graphics on a golf-themed game; up to four players compete on three courses, totaling 54 holes.

## TECMO

*Strato Fighter*: Horizontal kit; the aero-tactic fighter enters a new dimension with homing missiles, vertical shooting, instant turns, guard weapons, and other special features.

*Super Pinball Action*: Vertical kit; four playfields to challenge players; features include bumpers and spinners as flippers power the ball; multiple features.

## TAITO

*Majestic 12*: Vertical kit; one- or two-player interactive; 11 challenging rounds of play as player customizes his own course of action to destroy the army of UFO invaders and their enemy bosses.

*Air Inferno*: Horizontal kit; a helicopter simulator challenging players to fly a helicopter while putting out fires at various levels of play. The final goal is to save an archaeologist in the desert.

*Space Gun:* Dedicated in a unique, appealing cabinet; futuristic shooting game; two-player action; seven levels of play; the player, as a commando from Earth, is out to save the planet from the bad aliens, using fully automatic high-powered rifles.

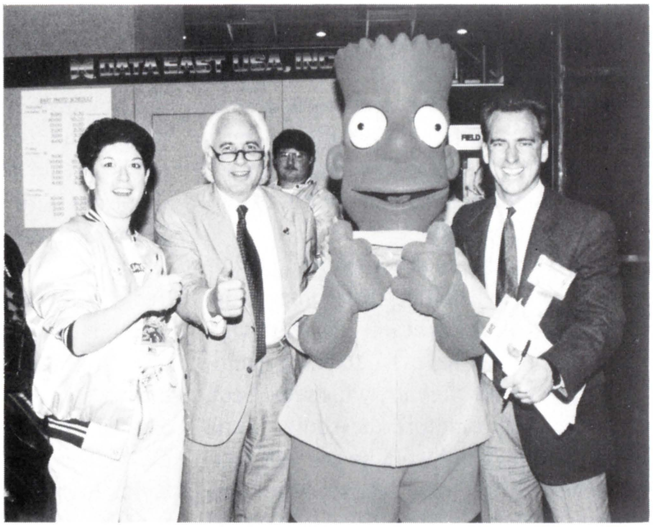
## WILLIAMS

*Hit the Ice*: Dedicated upright; 25-inch monitor; eight-way joystick and button controls; ice hockey theme for one to four players; players pick their teams from the roster of video hockey league all-stars, then the ice hockey action begins; includes many features including fights, trips, body slams, shattering glass, blazing shots, etc.

*SMASH T.V.*: Now available as a two-player horizontal kit. ☐

•Skee Ball • Boom
MU

Bob Broyles (r) of Muncie talking with Wayne and Peggy Plaisance of Kid's Playhouse in New Orleans.


DATA EAST USA, INC

With the "cool dude" are Data East's Shelley Sax, Gary Stern, and Pete Gustafson.

From Mexico, (l-r): Antonio Aguilera, Jesus Gutierrez, Hector Awarado, and Oscar Gutierrez.

•Cranes•Vi
ket Ball•
THE SILENT PA
USER friendly
COMPUTER SOF

Ted Furkin (l) of The Silent Partner with operator Pat Lackey of Texas.

Tony Lawlor (l) and Steve Lipkin of Nancy Sales with Corrine McGlamory of Casino Game and Amusements.

Marsha Copdock of Master Sales surrounded by the P.M.I. crew, (l-r): Ray Rodrigues, Michael Cardinali, Ari Ohona, and Mark Gawlik.

games. Of nearly six dozen video games shown, a mere dozen were dedicated-only. And those were justified because of the format of the game. Driving and some shooting games would lose effectiveness as kits. Taito's *Space Gun*, for example, was an impressive package with its unique, attractive cabinet.

As you study the accompanying list of games you will notice that some of the games that were not brand new were high on lists of "must-haves." Atari, for example, showed *Pit Fighter*, which had been out for a while before the show. "The game still is doing well, so we will continue to sell it," said Atari's Mary Fujihara. Capcom's *Magic Sword* has had time to set a track record that is impressive to operators. It was constantly mentioned as a top game.

Take a look at the Leland booth. *Ataxx* scooped the competition. "At first you think it is just another board game," noted one distributor. "But if you look closer you'll see that it is really quite unique. I can't keep them in my showroom!"

Operators don't seem to be buying video games like they once did, which could also account for fewer offerings. "I used to come to the AMOA and buy everything I needed for months to come. I'm not doing that anymore. I check everything out and then take my time in ordering," said an operator. "My distributor seeks me out at the shows, trying to find out what I'm going to buy. It's hard for me to commit during the show."

But another operator had this to add: "I may not be committing to as many video games during the show, but it's not really because I don't like the games. It's because I don't need as many games as I once did. I remember when every one of my locations wanted the same game. I must have bought 200 of some popular games to satisfy all the demands. They don't do that much anymore. Now I can rotate my games like God intended operators to do. I think I buy as many video games but maybe not as many of one particular one."

But we can't forget those looking for a new trend. Betson had just what they were looking for in *Mad Dog McCree*. All conversations included this one-of-a-kind experience. There was the version with a huge video screen with a gun stand several feet in front of it (similar to the old shooting games with the rifle mounted in front of the screen.)

The player picks up a revolver for a shoot-out with the image on the screen. Since the game uses laser graphics, it's easy to see why players feel they really are back in the Old West. There's also a smaller upright version with the same quality graphics. While operators were drawn to the game, there were doubts about the reliability of the laser player. "I guess I keep remembering the laser technology back in 1983 and how much trouble it was," summed up one operator.

Cost can't be discounted either. *Mad Dog McCree* will be a costly piece. Many of the other dedicated games don't come cheap either. But operators, while taking cost into consideration, were also mindful of the return on investment. "I never thought I'd see the day when video games cost as much as they do. But with low-cost kits from some manufacturers, I can afford to buy a few more outstanding dedicated pieces for special locations," was an operator comment.

*"We can't run our businesses on what might be."*

Companies like I-VICS, for example, are looking at the other end of the spectrum with low-cost kits. "If we can fill a need for inexpensive kits, we have found our niche," said the company's Leroy Hancuff.

Each operator was busy making his own decisions on what to buy. Many of those purchases will be video games—dedicated or kits. But the manufacturers will have to keep on their toes to offer video games that will make money for operators. If they don't you can believe that operators will begin searching in other directions for equipment that will fill their needs.

## Cabinets

A big part of the video game sales are kits. To insure that the games look top-quality, there are several cabinets from which to choose. Dynamo, the leader in cabinets for several years, added to its HS series with two models for use with the new Wells-Gardner 33-inch monitor. The first is a two-piece deluxe with a sit-down option and telescopic capabilities. The other is also for the 33-inch or 27-inch monitor in an upright style. The company has added an array of control panels for up to four players to complement its cabinet designs.

R.H. Belam introduced several new models: The *Belita Santa 33*, a two-piece sit down with a 33-inch monitor; the *Belita Compact 33*, a one-piece, two-player sit-down with a 33-inch monitor; and the *Ferrari 33*, a fiberglass car universal driving cabinet. Also available, although not shown, is the *Testa Rossa*, a universal sit-down driving cabinet with a 19-inch monitor.

Williams Electronics introduced two new cabinets: *Omniflex*, a universal cabinet for four players with a two-player optional control panel; and the *Variflex*, with an adjustable viewing angle, 25-inch monitor for two players.

Knock-Down Industries showed its *Excaliber* cabinet with removable and interchangeable slide-drawer system; East Coast Design showed cabinets for video games as well as universal cabinets for poker games; Grand Products showed its line-up of cabinets for video games; and a Canadian company, Gamebusters, showed its line of cabinets. ☐

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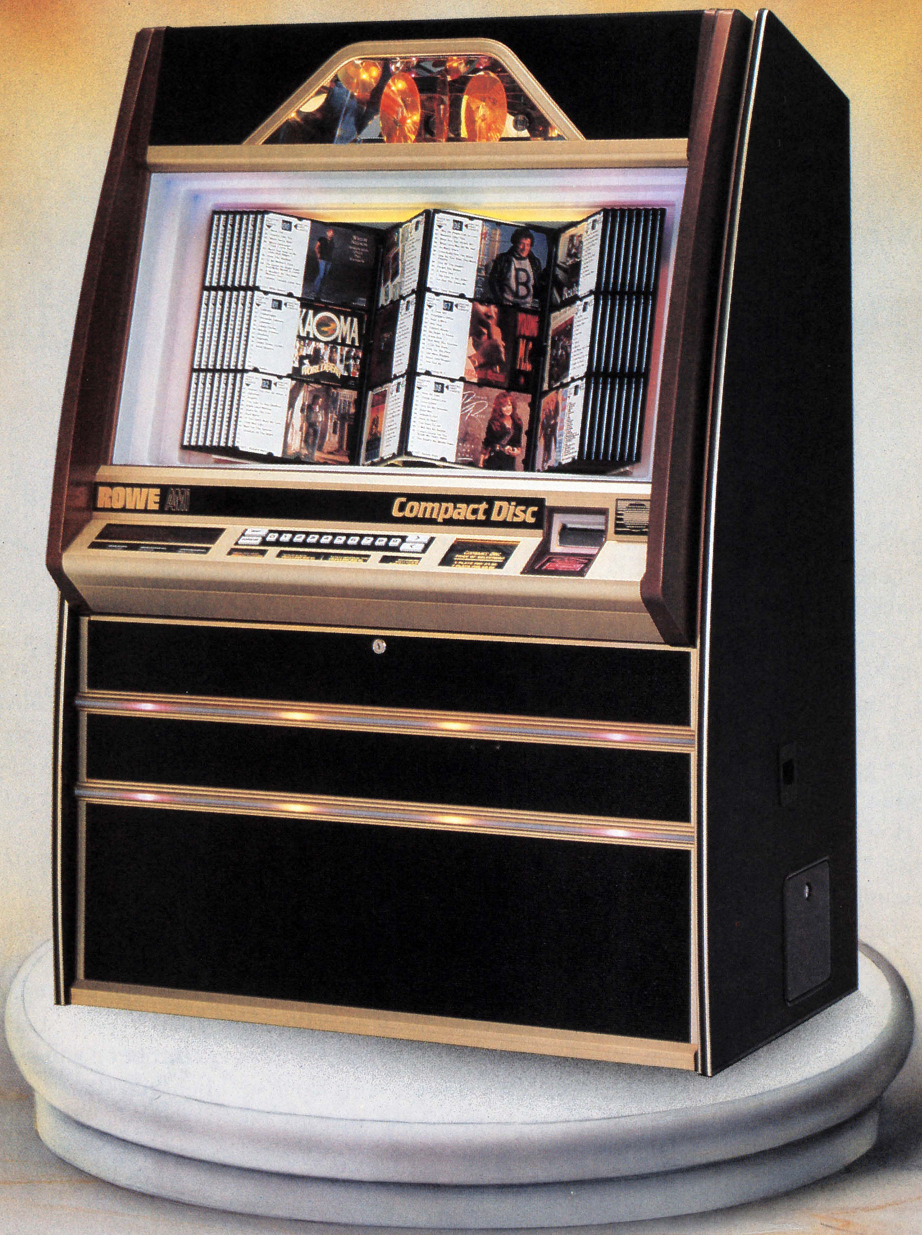

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# Rediscovering redemption: what every operator should know

As expected, the seminar titled "Redemption—the Best is Yet to Come," played to a standing-room-only crowd. Frank Seninsky of Alpha-Omega Amusements in Edison, N.J., and Randy Chilton of Chilton Vending Co. in Wichita, Kan., conducted the session and answered questions for a group eager for responses to everything from "What should I buy?" to "How often do you clean the ticket dispenser?"

Seninsky started the seminar by explaining some of the redemption terminology, such as *win rate*. This is determined by taking the cost of total prizes and dividing by total income. For example, if an operator takes in $100 and gives out $25 in prizes, then the win rate is 25 percent. A win rate of from 25 to 30 percent should keep customers playing.

There is no magic to the success of redemption; it is based on customer perception of the prize value. Redemption can start with one game, advised Seninsky, who recommended a bowling center as a good starting location. Tickets can be redeemed for a free game of bowling, or for prizes set up at the counter. "A small space can mean big revenue," he said.

Other suggested areas for redemption included any small arcade game room or airport game room. "Buy one redemption game, keep it running, and it will last," he added. A typical small game room can have a mix of videos, cranes, redemption games, and a changer.

Chilton's concept: go into a floundering location and cut a deal—put some money into the place and "flash it up." Generous use of mirrors, neon lighting, splashy carpet, brightly painted walls, and other touches can turn a mediocre location into a great one. He estimated the cost to be from $5 per square foot up to $10. He suggests: "Make it half redemption and half video."

Chilton displayed graphs to indicate the revenue drops from other equipment versus the rising revenue of redemption games. Laughter rang out when he said that redemption games could be passed over if an operator "liked buying lots of low-earning, overpriced, rapidly depreciating video games."

A lively give-and-take with the audience covered the topics of ticket value, token usage, ticket shredding, merchandise costs, and game play time. Advice: Alley bowlers typically occupy the customer longer and can pay out fewer tickets. If a game takes only a short time to play, the ticket payout must be larger. Operators must determine how many points to give out for the increment of time.

The most pressing question remained, "What should I buy?" Among the recommendations were *Pop-A-Ball, Rock-N-Bowl, Skee-Ball, Smartball,* and *Whac-A-Mole*.

"We're all looking for other options," said Chilton "Redemption equipment retains its value and can cut across demographic scales. Everybody plays redemption games. You can have a location with 40 video games, take out 20, and

After the seminar, (l-r): John Bertoft of Special Amusements, Randy Chilton of Chilton Vending Co., Alan Deutschmann of ALD Services, and Daniel Antell of Centre One Management/London.

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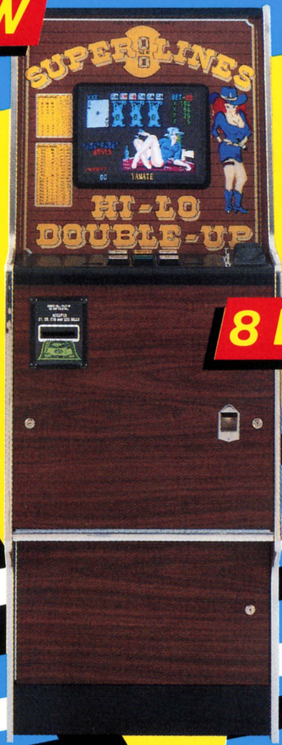

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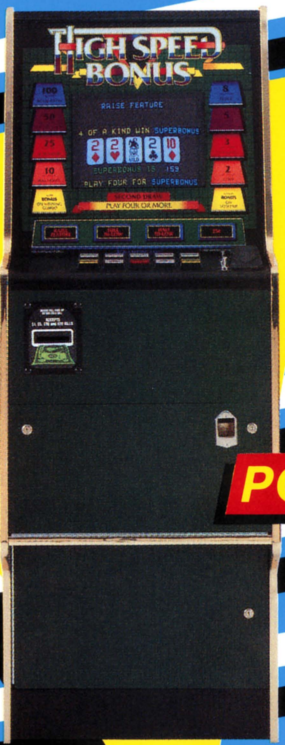

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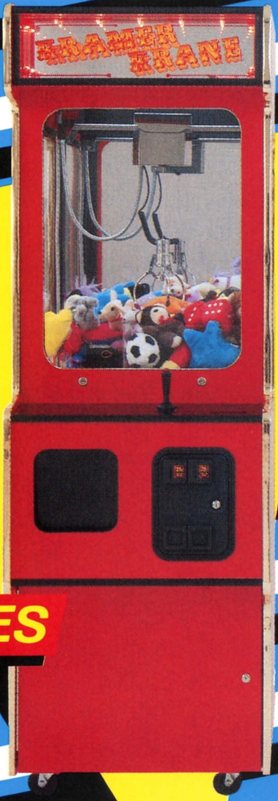

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Our video games are for amusement only. They are not intended for sale or use in states or municipalities where such games are prohibited by law replace them with redemption equipment. It will increase your income and give you a competitive edge. And remember—redemption games are not available for the home.''

He added that redemption games give you a better chance of getting into the pocket of female players. He offered this scenario: ''Usually an operator goes into a location with the idea of buying games with a value of 'nine' on a scale of 1-10. Instead, go in with an 'eight' mentality, take the $1,000 you saved, and put it into dressing up your location. Everyone who walks into a game room must make a purchase decision. You make more money in a well-designed game room. Don't buy second rate equipment—buy quality.''

One of the last subjects covered was the placement of the redemption counter—front or back? Seninsky preferred the back of the game room so that players have to walk through the location and may play more games along the way.

One of the best recommendations: Check with your local district attorney's office or state attorney general's office to be sure that games you plan to place are accepted in your county or state. ☐

> ''Redemption games will increase your income and give you a competitive edge.''

**Frank Seninsky (r) of Alpha-Omega Amusements with Edward Silverstein of Cue Vending Co.**

# Jukebox software in the future

A seminar entitled ''The Future of Music: Vinyl, CD, and Video Jukeboxes'' explored this central question: how much longer can operators expect to have access to vinyl for their boxes? Additionally, will CD jukeboxes be with us for awhile, or does a new technology lurk around the corner, ready to supplant it?

Gathered as panelists to wrestle with this topic were Steve Rogers of Pioneer Laser Entertainment; Tony Montgomery of RCA Records; Geoff Mayfield of *Billboard* magazine; operator John Estridge of Southern Games Inc.; and Ted Howell of one-stop Mobile Records. *RePlay* magazine's Eddie Adlum served as moderator.

Rogers predicted that the Laser Disc (LD), a technology utilized by his and other companies that combines audio with video, will become ''the future of the jukebox industry. Operators will have to become high-tech to keep up.'' Adlum and some members of the audience disagreed. CD jukeboxes will continue to grow and assume a larger share of the market, Rogers added.

He and the other panelists don't believe CDV technology isn't in the cards for the jukebox industry. These are 5-1/2'' singles that incorporate video and audio on one small disc. The panelists concurred

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11601 SEABOARD CIRCLE • STANTON, CA 90680 that while new technologies are ever-evolving, operators need not worry about their CD boxes joining the obsolescence scrap heap anytime soon.

Montgomery had positive words for those operators who wish to extract every bit of mileage from their vinyl jukeboxes. ''The vinyl singles business at RCA is an active configuration,'' he said. ''We're not giving up our rights to seven-inch vinyl. During the past six months, 12 percent of our total sales for singles has been on vinyl. We'll keep giving 45s to operators as long as they get bought.''

He pointed out, though, that international hits won't be released on vinyl because of the copyright protection issue.

Mayfield, who works with the music charts at *Billboard*, also provided some uplifting statistics for vinyl lovers. Citing figures from the then-latest issue of *Billboard*, Mayfield said that 46 of the ''Top 100'' titles were available on vinyl, as were eight from the ''Top 10.'' However, the decision to release a single on vinyl is made on a title-by-title basis.

He predicts that the ''one-way sale'' policy (i.e., once an operator buys a 45 it's his; no returns are allowed) will soon be adopted by all of the record companies. It has worked so far for one-stops and operators, he said.

Mayfield gave another statistic—this one not so uplifting. In 1978, there were 190 million singles sold. That figure decreased slowly through the early and mid-80s, which brings us to the number for 1990: *36 million units* sold.

''The adult consumer buys albums, and kids, who used to drive the 45 rpm market, now buy cassette singles (a configuration begun in 1986),'' Mayfield said. ''Cassette singles have been a big success, due largely to their price. Kids don't have the money for entire albums. This growing market has really hurt the 45.''

His conclusion is that seven-inch vinyl singles will be around for awhile (however long that is), but only on a title-by-title basis. A lack of pre-orders, though, will quicken vinyl's demise, he believes.

Estridge says when CD/vinyl combo units were initially introduced, he found that 90 percent of the play came from vinyl records. The expense associated with CD boxes only allows him to buy dedicated units for his top locations. Setting them on three plays for a dollar has led to some nice revenue increases, Estridge pointed out.

**Geoff Mayfield of *Billboard* magazine, like his fellow panelists, says vinyl will survive—for now. Also pictured are, (l-r): Ted Howell, Eddie Adlum, Tony Montgomery, and John Estridge.**

Composite ''oldies'' CDs account for 65 to 70 percent of the play on Estridge's CD units, ''because the customers recognize the selections on there as previous hits. They might only recognize one or two songs on a new CD.''

''The growing cassette single market has really hurt seven-inch vinyl.''

The Tennessee operator's future buying strategy is as follows: he will stay with vinyl for the next four to five years—if possible—for his established accounts. This will be done by utilizing one-stops and the new subscription program from Record Source International.

''However, at the same time, I'm headed in the direction of buying more CD jukeboxes,'' Estridge said. ''It's just that right now, I can't afford a whole route of only dedicated CD units. The transition has to be slow and steady.''

Howell, a staunch advocate of the 45, conceded the configuration does have problems.

''But they won't be over-with for some time to come,'' he said. ''The record companies have found a way to still make money with 45s, and that's the one-way policy. The 45 won't last forever, though. I never thought I'd say this, but the day will come when 45s won't be with us.''

Howell says it is neither affordable nor smart for operators to put CD jukeboxes in their ''lower B'' or ''C'' locations. ''But cover your 'A' spots with them. Operators must begin the transition from vinyl to CD boxes now. Don't wait until the end, when vinyl is no longer available. Doing it all at once wouldn't be smart.''

In conclusion, Howell says no one can say for sure how long vinyl will be available for jukeboxes. But he is confident that operators beginning the transition now will have the necessary 45s during the period of change. ☐

# Can poker and politics coexist?

Operators thirsty for details that could help them wave that "magic poker wand" over their legislators flocked to the seminar, "Video Gaming Amusement Equipment: Industry and Regulators Working Together." The crowd literally spilled out into the hallway. After the session, many operators remained to talk with panel members about specifics.

The knowledgeable panel was moderated by Wally Bohrer of Hastings Distributing, a member of the AMOA Truth in Amusement Committee. Bohrer said that AMOA wants the private sector to stay involved in the video poker portion of the game business and not let government control it all.

Panel members included Susan Walker, executive director of the South Dakota Lottery; John Willems, special agent for the Minnesota Department of Public Safety (former bureau chief of the Montana Department of Justice/Gaming Control Division); and Roger Franke, president of the North American Gaming Regulators Association (NAGRA). Dean Schroeder and Bob Williams of Musivend Inc. in Sioux Falls, S.D., provided the operator viewpoint.

Walker is a dynamic speaker, well versed on the subjects of lottery products and video gaming activities in her state (referred to in South Dakota as Video Lottery). Walker said, "The Lottery is a market-oriented organization, which must run at all times with the utmost integrity." South Dakota's Video Lottery began in October 1989.

Based on the South Dakota experience, she recommended a number of provisions to be built into any proposed laws: 1) include a dial-up central computer system that provides for full accountability (a crucial point), 2) provide for adequate equipment testing, 3) insure that the games are used for light entertainment by limiting the amount wagered and paid out, 4) avoid a casino atmosphere by limiting the number of machines per location and prohibiting the use of the word "casino," 5) restrict game placement to bar locations; don't have general public access as in convenience stores, 6) prohibit outside ownership, 7) run strict background checks on regulators, manufacturers, operators, distributors, and location management, and 8) have strict requirements to qualify as a game operator.

Walker reports that consumer enthusiasm runs high for the Video Lottery in South Dakota. Approved games are draw poker, joker poker, keno, blackjack, and bingo.

Willems emphasized Montana's pioneering effort to adopt limited statewide legal video gaming, which has been in operation since July 1985. Montana's system is a "stand alone" system that uses a method of quarterly reports.

He noted that video gaming outstrips the Montana state lottery on player appeal and said "the saturation point is near, but we haven't achieved it yet."

In Willems' opinion, Montana's experience "indicates that regulators and private industry can work together." He complimented AMOA and NAGRA for working together on the "Standards on Coin-Operated Video Gambling Devices." The standards were based on both Montana and South Dakota, which have limited statewide use of machines.

"Regulators are worried about gray area gambling," said Willems. "It seems to be growing and threatening regulated

From left: Ross Furman of Skillful Games, Scott Henneman of the South Dakota Lottery, and Owen McNeil of the Atlantic Lottery Corp.

gaming. Gray area game operators are 'at risk' and could become victims of political and public pressure.''

Franke expressed his concerns about gambling, saying, ''As the growth of gambling occurs, so does responsibility. Regulators are skeptical until something is proven. Remember the saying: 'I love you honey, but cut the cards'.''

Schroeder explained the impact of legalized video gaming on the average operator's business, saying that more servicemen and collectors would be needed. He and his staff no longer count any money on location. Approximately 80 percent of his business is Video Lottery machines; other amusement games are down 32 percent (some operators say as much as 50 percent).

He cautioned larger states to be careful of machine shortages if only a few manufacturers are approved at the start-up date. Operators should place orders early based on their best estimates.

Williams is unique among game operators since he formerly served for seven-and-a-half years in the South Dakota Senate. ''Video Lottery has been an exciting new experience for us,'' he stated. ''It's been a good partnership of the private and public sector. This partnership will help protect you and your bottom line. The relationship of the state operator's association and the South Dakota Lottery must be enhanced each year.''

*''Video gaming outstrips the state lottery on player appeal.''*

Active audience participation came from Canadian operator David Attis of Talisman Games in New Brunswick, who explained the recent operator struggles there. New Brunswick's Video Lottery was slated to go into effect Dec. 1. Operators and the government have now been able to agree and work together.

Attis was careful to mention that legislators shy away from anything with the word ''gambling'' or ''gaming'' attached to it. The term ''video lottery'' seems to be more acceptable on the political level.

A large number of Canadian operators were in the audience. They and other operators would've liked to have heard more about the developments in Canada.

The turnout and rapt attention seen at this seminar, coupled with the currently popular swing in favor of legalized video gaming, should make 1991 an interesting year. This subject is sure to appear on the seminar agenda for ACME '91 in Las Vegas next March. ☐

John Willems (seated left) talks with operators after the video gaming seminar.

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# AMOA welcoming reception

After the official New Orleans greeting, (l-r): Jerri Nims of AMA Distributors, New Orleans Mayor Sidney Barthelemy, Bob Nims of AMA, and Jack and Shirley Kerner of Melo-Tone Vending.

Russell Love (l) and Jack Love (r) of Royal Vending Services with Evan Brown of B&B Music and Video.

Frank Seninsky and Karen Nagel of Alpha-Omega Amusements.

Outgoing AMOA President Jack Kerner with Dwaino the Clown and Miss Mardi Gras, an entertaining pair who circulated among the crowd.

Bill Kraft of Shaffer Distributing and Don Van Brackel of A. Van Brackel and Sons.

Linda Walker and A.C. Williams of Umsco Amusement.

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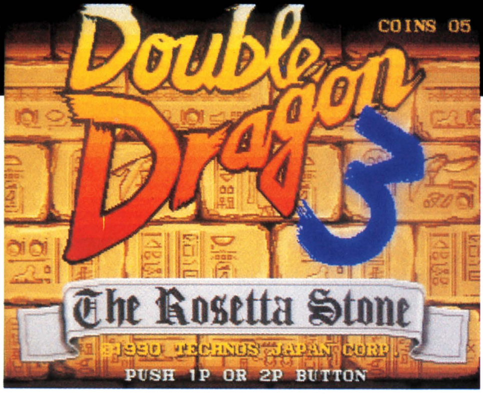
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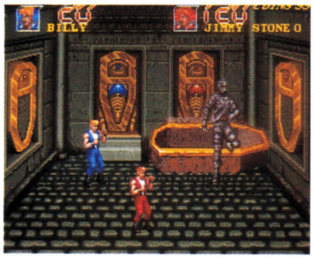
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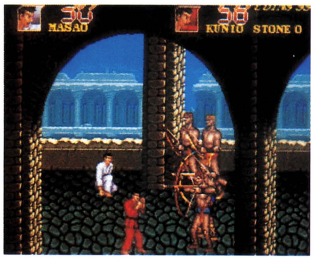
*EGYPTIAN MUMMIES*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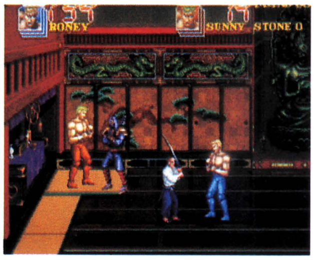
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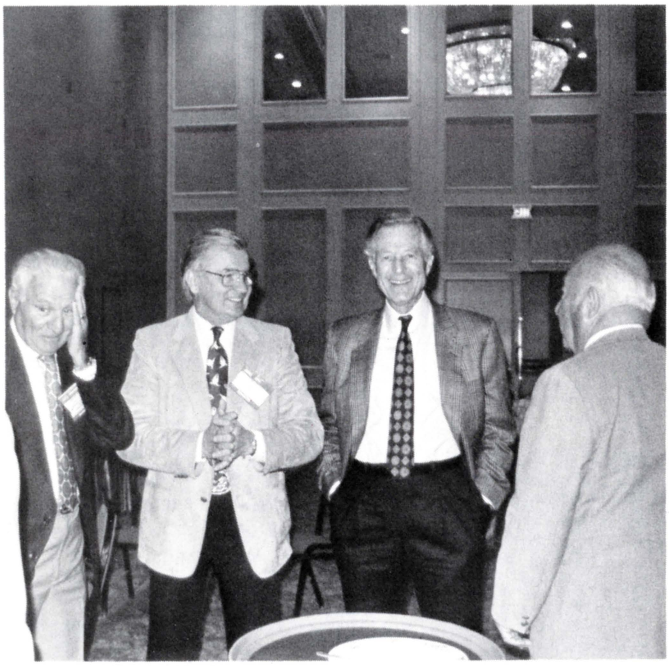
# Half Century Club honors one of its own

The Half Century Club met during the AMOA show to honor one of its members who passed away earlier this year. Jack Gordon was an influential man in the history of the coin-operated industry and his peers decided that they wanted to give him a proper going-away party.

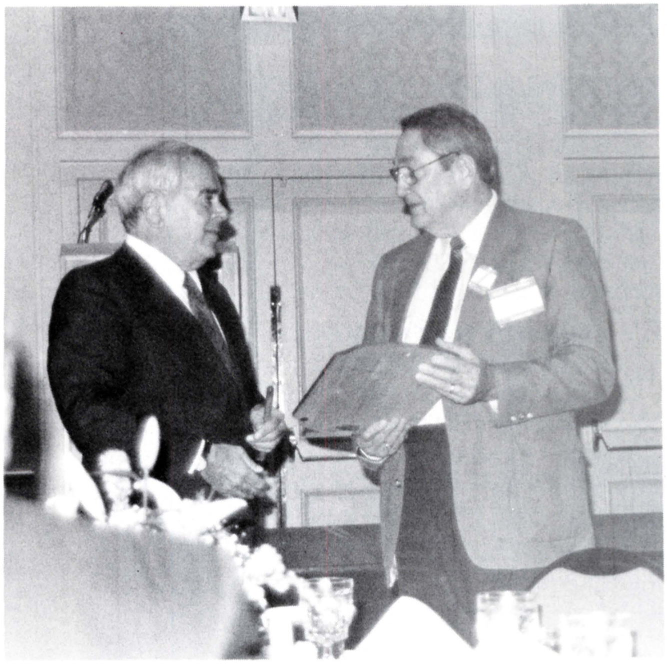
Eddie Adlum of RePlay Magazine told of his personal relationship with ''Uncle Jack.'' After his eloquent speech, other friends of Jack's followed to tell their own stories of his influence not only on their lives but on the industry as a whole.

Since Jack had been associated with the Seeburg Company for most of his years in the coin machine industry, it was only fitting that the current president of Seeburg, Ed Blankenbeckler, accept the award from Williams' Lou Nicastro and Steve Kordek.

Jack's wife, Muriel, was unable to attend the luncheon but sent a wonderful letter, which was read by Steve Kordek, thanking everyone for their love for her husband. We all miss Jack Gordon, and count it an honor to have known him. ☐



Stan Jarocki (Grand Products) and Al Rodstein (formerly of Banner) talk with other Half Century Club members after the presentation.



Ed Blankenbeckler (r) accepts Jack Gordon's award from Williams' Lou Nicastro.

# Magic Sword

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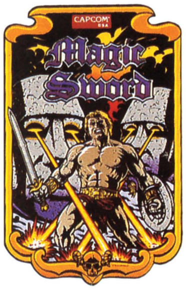
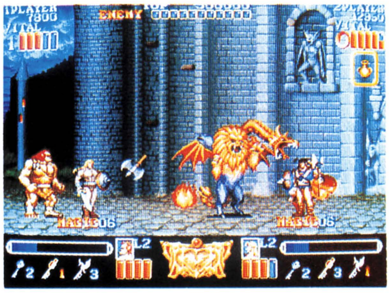
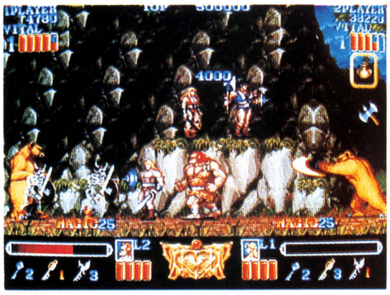
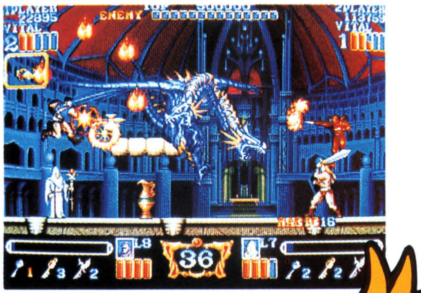
CAPCOM USA
Magic Sword

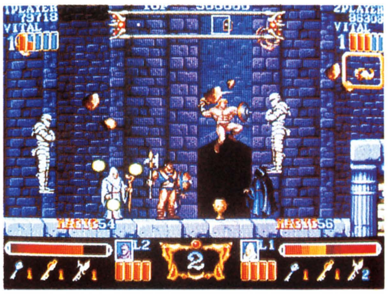


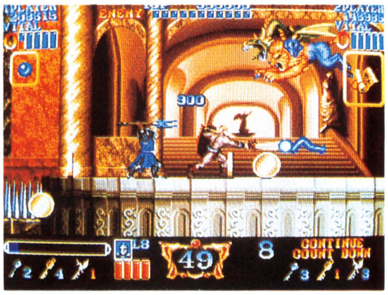
Capcom USA proudly presents Magic Sword, the latest video game with Capcom's exclusive CPS Super Chip. The incredible high-resolution graphics allow action so real that the characters seem to come to life and leap from the screen to do battle. With *fifty* levels to conquer, plus a special feature which allows players to choose between *two* different endings, you'll find huge treasure in the coin-box for months to come!

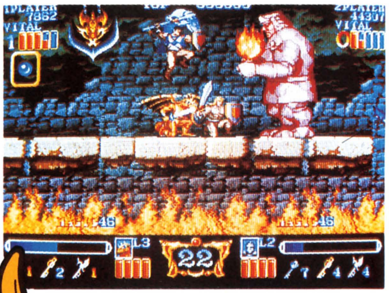












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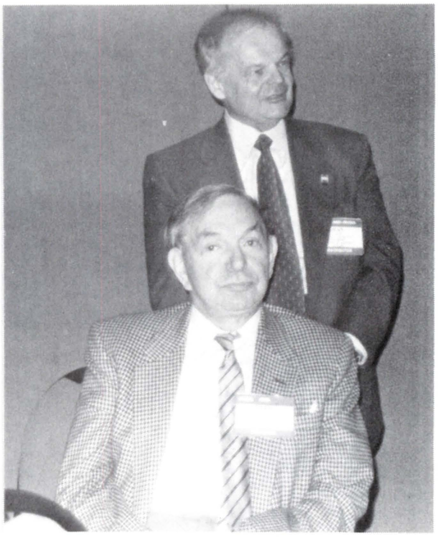
Half Century Club members listen to glowing tributes to Jack Gordon.



Jean Laniel (standing) from Canada spoke to the group on the importance of getting together. Herb Perkins is in front.

Sol Lipkin (center) and Herb Perkins chat with RePlay's Eddie Adlum.

Irwin Margold (center) relives some old times with fellow industry veterans.

Louis Boasberg of New Orleans Novelty Co. talks about his many years in the business.

Steve Kordek (r) reads the inscription on the plaque as Lou Nicastro looks on.

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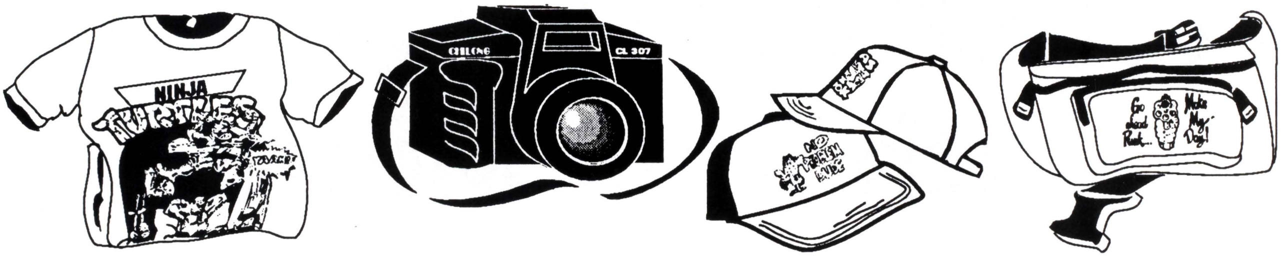

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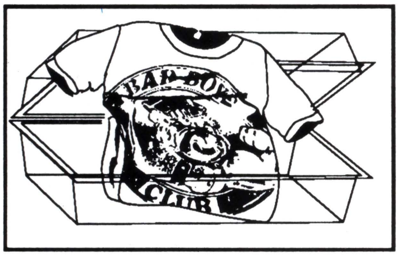

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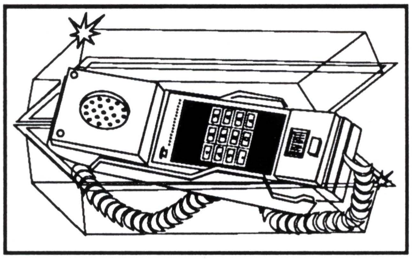

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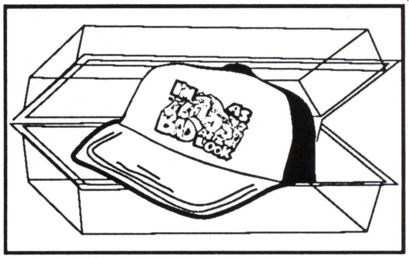

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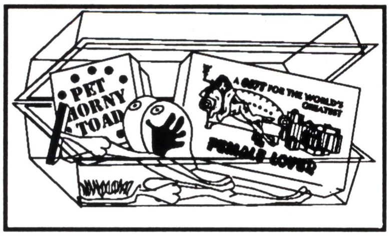
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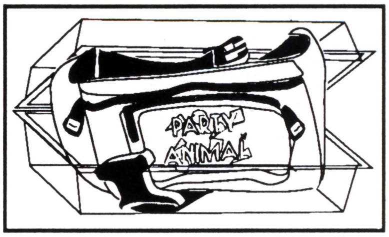

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# A touch of New Orleans with Play Meter

Carol Lally welcomes Rich and Bev Babich of Colorado Game Exchange.

To get everyone in the mood for classic New Orleans-style cooking, Play Meter hosted a get-together at Mike Anderson's Restaurant on world-famous Bourbon Street.

The food was shrimp creole, red beans & rice, and crabs. All of us at the magazine would like to applaud all of you who were brave enough to tackle eating crabs like we do here in New Orleans. It really is pretty messy, but you came through it like champs!

If you didn't make it this time, just wait until the show is back in our town. We'll try to think of something else to help make you more comfortable when ordering at our famous restaurants. Hhm, how about raw oysters! ☐

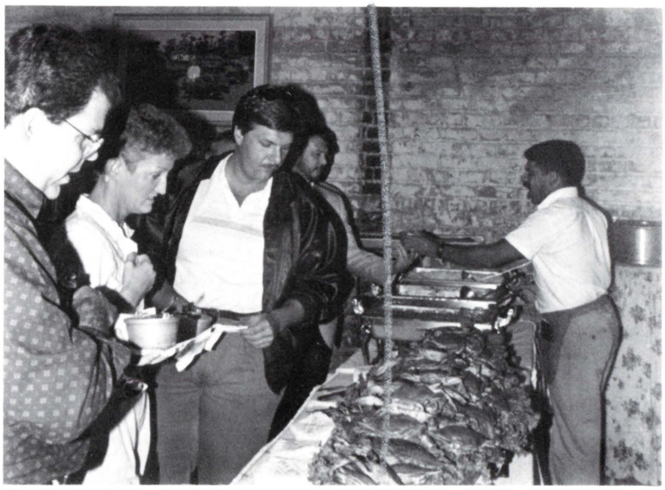
L-r: Warren Asing (Fernandez Fun Factory), Frank Bundra (Prism), Lauran Bromley (Bromley Inc.), and Steve Koenigsberg (State Sales.)

American Sammy's Ko Adachi (l), Dave Peckels, and Norm Evangelista (c) get a lesson in cracking crabs from Buddy LeBell (husband of Play Meter's Carol LeBell) and Valerie Cognevich.

Joey and Frank Bundra with Play Meter's Valerie Cognevich.

Carol Lally, Gary Percle, and Carol Ann and Fred Durand wave from the restaurant's balcony.

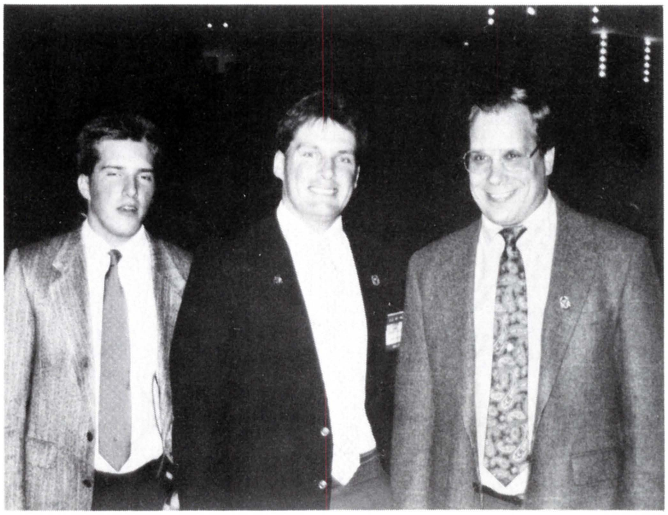
Play Meter's Carol Lally leads Pioneer's Steve Rogers to the crabs.



Play Meter's Chris Caire (l) explains that the crabs taste much better than they look!

# AMOA stages impressive awards show and banquet

Travis Tritt gets emotional during one of his songs.



Wally's sons, (l-r): Wayne, Dennis, and Mike Bohrer of Hastings Distributing.

For several years running, AMOA has staged a visually impressive and celebrity-loaded awards show and banquet. This year's event at the Grand Ballroom of the Hyatt Regency New Orleans was in keeping with that new tradition and featured such entertainment heavyweights as The Everly Brothers, Kenny Rogers, The Commodores, Travis Tritt, and The Texas Tornados.

Awards presentations were also top priority as well as a banquet menu to make the mouth water (including white chocolate mousse with strawberries for dessert). Show producer Sam Atchley continues to deliver a slate of highly respected music industry artists who are well received by the crowd.

Three new awards were presented for outstanding AMOA Expo booth. The recipients were Rowe International, large booth; Ace Novelty, medium booth; and Intellicall, small booth.

AMOA named Data East Pinball's *The Simpsons* as the best new piece of equipment.

John Estridge of Southern Games presented the AMOA Distinguished Merit Award for outstanding industry contribution to Dr. Gerry Sequin, who has headed the association's Notre Dame Executive Development Seminar for Continuing Education for 18 years.

Said Sequin, ''The major credit for this program goes to the late John Trucano; the program was his idea.'' A Rowe jukebox filled with classical CDs was presented to Sequin.

Attendees eagerly awaited the announcement of the music and game awards. Here are the results:

Jukebox Pop Record of the Year— ''Black Velvet'' by Alannah Myles, who also received the Jukebox Rising Star award in the female category.

Jukebox R&B Record of the Year— ''Blame it on the Rain'' by Milli Vanilli.

Jukebox Country Record of the Year— ''Just a Matter of Time'' by Randy Travis.

Jukebox CD of the Year — ''Forever Your Girl'' by Paula Abdul for both the pop and R&B categories.

Jukebox Country CD of the Year— ''Greatest Hits III'' by Hank Williams, Jr.

Most Played Video Game (dedicated)—*Teenage Mutant Ninja Turtles* by Konami.

Most Played Pinball Game—*Whirlwind* by Williams Electronics.

Most Played Conversion Kit—*Final Fight* by Capcom USA.

Most Innovative Game—*Smash TV* by Williams Electronics.

Most Popular Other Game—*Grayhound Basketball* by Grayhound Electronics.

Most Played Dart Game (new category)—*English Mark Darts* by Arachnid.

***''Entertainment heavyweights thrilled the audience.''***

Most Played Pool Table (new category)—*Valley Cougar ZD-4* by Valley Recreation Products. Chuck Milhem of Valley dedicated the award to Emil Marcet, the company's director of sales, who will retire at year's end.

Most Played Jukebox—*Rowe CD 100 LaserStar* by Rowe International.

AMOA's annual cigarette vending machine promotion award went to RJR Sales Co. in Winston-Salem, N.C.

All the music, game, and cigarette awards were voted on by AMOA members. Winners in the music and game categories reflect top revenue producers between June 1, 1989 and May 31, 1990.

Legends of the Jukebox awards were presented to Kenny Rogers, The Commodores, The Everly Brothers, and Patsy Cline (posthumously).

The floor show emcee was Peter Noone, who was also named a ''legend'' for his many hits of the '60s. Noone and the group Herman's Hermits sold over 21 million recordings worldwide, even topping The Beatles in 1965. Noone's wife of 22 years and four-year-old daughter came up on the stage to share the occasion with him.

New Orleans radio and TV personality Mel Leavitt announced the game awards.

In addition, there were a number of raffle drawings for round-trip tickets, lodging, and banquet tickets for next year's AMOA Expo in Las Vegas. AMOA members can anticipate another star-studded event in '91. ☐

AMOA
HYATT
REGENCY
New Orleans

**Joe Kaminkow (c) of Data East Pinball accepts the award for best new piece of equipment for *The Simpsons*.**

**From left: AMA Distributors' Bob and Jerri Nims, Brenda Bruneau, and Rep. C.E. Bruneau Jr. (R-LA).**

**Among the attendees were John Gambacorto (l) of United Vending Service and his wife Rachel Davies of SNK, and Chris Brady of Dynamo Corp.**

**Frank Seninsky**

# What to buy? It's a tough call

AMOA '90 may have been the largest ever, but from a product standpoint there were no "home runs." One had to look real hard to find anything resembling new technology. It was there, but from OEM suppliers—I'll cover that at the end of this article—and with a realistic price tag.

Most operators agree that Data East's pinball, *The Simpsons*, should (and did get) "Best Game" honors at the AMOA banquet. But how many *Simpsons* can I afford to get for my route? Let's not forget that there are also three other pinball manufacturers with very good pins.

Present economic conditions are not great, so operators will have to be very careful with the dollars they have budgeted for new equipment. There will be quite a few bargains (hate to use the word "closeout"). Here is my buying strategy:

Before the show, *Pit-Fighter* (Atari) and *Ataxx* (Leland) were the games we were buying the most of. Both are perfect for my age market (18-22). *Ataxx* is also a good adult game. Now, after seeing all the new product at the Expo, we will continue to put out more *Ataxx*s and even more *Pit-Fighter*s. *The Simpsons* and *Dr. Dude* will fill out our pinball purchases while we wait to see Williams' next pin release. It's a pity that each manufacturer feels the need to put out so many models each year. Hey, slow down! Operators can't keep up.

We will also look into getting more *Magic Swords* and *Neo-Geo*s, which have been doing well these past two months. And don't forget the mini alley bowlers, *Ski Toss BC* (Betson) and *Toss Em* (Coin Concepts); they are a must for any redemption location. I tested both this summer, side-by-side, and each earned in the $325-$350 per week range.

New games (not in any special order) that we will try one of to see how they fare include:

*Mad Dog McCree* (Betson/American Laser Games): This shooting game attracted the largest crowds during the Expo; it looks like a smash hit to me. I felt it was the best game there. The big, expensive model is great for large arcades, and the small model (at half the price) is the one I feel will earn well in our small game rooms. I would like to buy more; how much credit do I still have?

*Rai Den* (Fabtek): Frank Ballouz says it's a good kit that's atop the equipment polls. I'll buy more if it out-earns *Final Fight*—and I can't get any more *Final Fights*. I promise.

*Gun Dealer* (Romstar): When they finish "tweeking" this *Tetris*-with-cards kit, I will try it in an adult location. This could be a sleeper that didn't receive any press.

*Over Drive* (Konami): This was the only reasonably priced driving game at the show, and we always need good filler driving games. I think Jaleco's *Cisco Heat* was the best driving game displayed, but its price tag is too high. (Note to Jaleco: Please find a way to build this game in the United States.)

*Carrier Airwing* (Capcom): This flying/shooting game could also be a sleeper. Capcom has recently had one great game after another, so I hope this tradition continues.

*Cosmo Gangs* (Data East): In the redemption area, this Namco-licensed piece is an attraction grabber. I watched many players really enjoying themselves. You can tell by watching the players' eyes light up.

*Rock 'N Bowl* (Bromley): Although this redemption game was released earlier, I hadn't bought one. Operators are having great success with this one and I can see why. I started playing it and just couldn't quit. It's so simple that anyone feels they can be very good at it. That's what makes a great redemption game.

*Race Drivin'* (Atari): This is an (expensive) upgrade for *Hard Drivin'*. Our locations that have seen revenue drops on *Hard Drivin'* will probably push for us to spring for *Race Drivin'*. It's earning among the top few games, so how can I say no?

I'll be checking out collection information from other operators on games such as *Shuuz* (Atari), an adult horseshoe video; *Final Lap II* (Namco); *Brute Force* (Leland); *Majestic 12* (Taito), a second-generation *Space Invaders;* and a few other kits before considering them. Business isn't as complicated for me as you might think, as I will most likely run out of credit somewhere in the middle of this article and won't get to buy all of the above games anyway!

## Update on new technology

OEM supplier Hantarex has developed a monitor (MTC9300) that includes the game's power supply. The components are placed on easily removable boards, which will make fixing monitors in the field a reality for all operators. Other part suppliers are developing inexpensive, high-tech game controls that will really improve game earnings and reduce service calls.

Many of the improvements were spurred-on from information and input gathered by the manufacturers at the AMOA Standardization Committee meetings and follow-up testing. Our OEM suppliers are taking a leadership position for our industry and doing a great job.

As always...keep cranking! ☐

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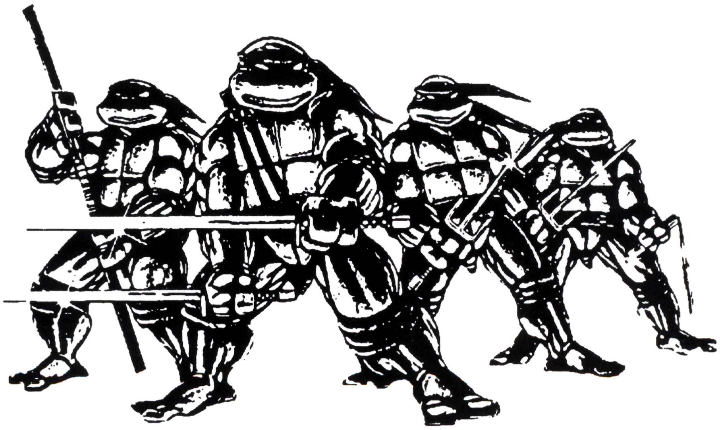

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Bonnie Theard

# Efforts underway on the Eastern seaboard

Video gaming success in Montana and South Dakota has not escaped the scrutiny of other states eager for a solution to their monetary woes. It appears that interest is greatest in the Midwest and along the Eastern seaboard.

Several states are ''on the brink'' of passing legislation favoring video gaming, namely North Dakota, Nebraska, and Pennsylvania. Others to watch carefully include Vermont, West Virginia, Wisconsin, and the newest state to express interest in such a venture—Maine. All of these states will be subjects for future columns.

If there is a common thread among these states, which have different population levels and land masses, it is the overriding desire to raise state revenues in a painless manner.

Add to this climate the plight of operators. Amusement and vending operators are weary of cigarette taxes that create ''busy'' work for them, constantly changing prices at their vending units, while they fend off local attacks aimed at barring cigarette vending machines. Such attacks stem from the mistaken assumption that teens turn to smoking because of vending machine placement.

Combine this ''tax heavy'' atmosphere with a downturn in regular video revenues and it is no wonder that operators in many states are looking for other avenues of reliable income.

## Maine

Maine is such a state, one with a land area of 30,995 square miles and a population of 1,125,030. Although a state without an operator's association in the past, it now has formed the Maine Amusement Coalition on Taxes (MEACT).

Bill Treger of Betson Enterprises in Moonachie, N.J., traveled to Augusta, Maine, to address the group on Oct. 16. Treger was formerly bureau chief and chief investigator for the New Jersey Bureau of Amusement Games Control. Included in the presentation was a viewing of the Amusement and Music Operators Association (AMOA) film on video gaming and an extended discussion regarding the possibility of passing video gaming legislation.

''Maine's effort is grass roots to the true extent,'' said Ross Furman of Skillful Vending in Portland, Maine, spokesman for MEACT. ''We're trying to bring people together to work toward a video lottery.'' A general meeting was scheduled for Nov. 12 to further check the response of local operators and other interested parties.

Present gaming activities in the state include a state lottery, a tri-state lottery, and new membership in Lotto America, a collection of states (and the District of Columbia) pooling resources for giant jackpots. Bingo machines and pull-tab units in Maine are sponsored by the private sector and run for non-profit organizations.

Furman explained that the state's economy is based mostly on tourism. The population swells in the summer months because of Maine's reputation as a ''vacationland,'' due to its many resorts and beaches. Maine is probably better known now than ever because of President Bush's Kennebunkport retreat.

Furman said that MEACT is not limited to operators alone. He invites participation from other areas in order to form a strong association and take the steps necessary to achieve positive legislation for a video lottery.

''It would be nice to have a situation where the state could have, in effect, a 'choice' tax and use the funds to public benefit,'' observed Furman.

''Our state is not unlike others—we're in a heavy financial deficit position and have to figure out ways to raise money instead of cigarette tax, liquor tax, and property tax. We're searching for something, just as other states are.''

MEACT has contacted officials of the South Dakota Lottery for their input and is making a sincere effort to explore a method of forming a successful partnership of state and free enterprise.

## Vermont

Several meetings and a drive for new members in the Vermont operators' push for legalizing video gaming may spell success for them in '91. A video gaming victory eluded Vermont last year but hopes are high for the next legislative session, which begins in December 1990 and continues to late April or May of 1991. Vermont has a land area of 9,273 square miles and a population of 511,456. ☐

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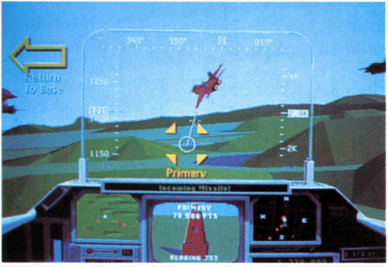
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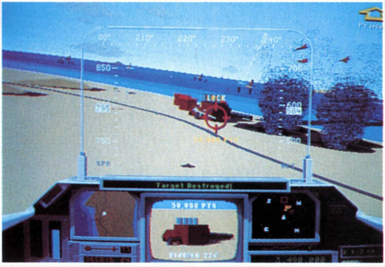
Incoming Missile!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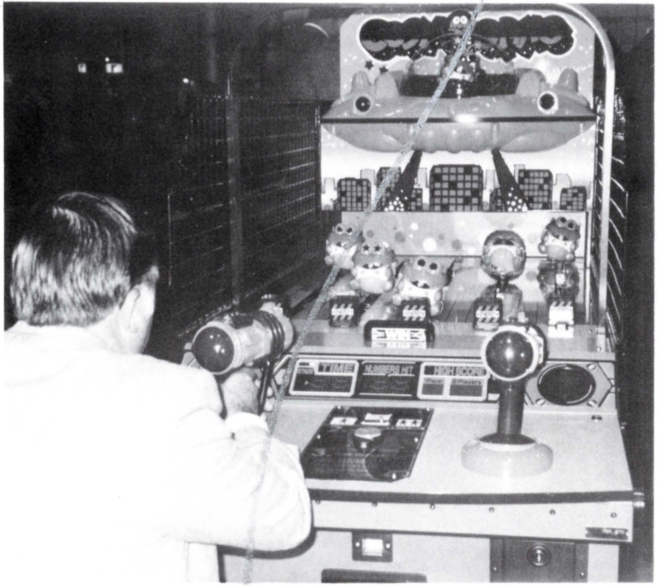
# Redemption news from AMOA Expo '90



Even adults found enjoyment in *Cosmo Gangs.*

Marian Gadziala of Duso Vending and Amusements prepares to "whack those gators."

Wow! Another AMOA show has come and gone; that makes about 15 for me. (I've been attending since they were MOAs!) It is interesting to remember the "hits" and trends from past trade shows. Of course, hindsight is always 20-20, so it will take some time before we can separate this show's winners from the losers.

One thing obvious at AMOA Expo '90 was that many companies are looking toward redemption. Though redemption has been around for a long time (*Skee-Ball* alleys were first fitted with automatic ticket dispensers in 1967), the number of new ideas and new redemption games continues to expand.

The intent of this column is to offer a totally subjective report on what I liked in the redemption category. Please remember that this is only *my* opinion; I've been wrong before. As a matter of fact, I recall my first reaction to *Pac-Man*: I thought it was silly. So if you're looking for "absolute truth" or an "expert" opinion, read no further. However, if you would like to read one man's thoughts on the latest redemption ideas, here goes.

The best new redemption product was not a game. The redemption "hit of the show" was the "Ticket Eater" by Deltronic Labs. This item, which isn't much bigger than a shoebox, counts and destroys tickets in one fast operation. Tickets are fed into one side, and as they pass through the compact machine they are counted and sliced in half.

Most arcades weigh tickets instead of counting them manually; it saves time and labor. The arcade must then destroy the counted and redeemed tickets. The "Ticket Eater" does both jobs. It includes a resettable electronic counter, as well as an internal, non-resettable meter that's capable of counting 15 tickets per second.

Jimmy and Rita Ryan of Sunshine Enterprises sample Smart's new *Jackpot*.

Virginia Kauffman shows off the *Camptown Races* redemption game.

Unlike a new game, this machine won't make you any money. But it can sure save you money. If you use ticket redemption, call Deltronic Labs to get more information.

The best new game was *Cosmo Gangs*, a Namco product distributed by Data East (the same deal as *Wacky Gator*). *Cosmo Gangs* is a cute two-player, ''shoot-'em-up'' game with light guns and zany extraterrestrials that try to steal players' energy supplies.

*Cosmo Gangs* will be a good ''kiddie redemption'' game, but it will also capture lots of quarters from mom and dad. Don't miss this excellent new game. With *Wacky Gator* and *Cosmo Gangs*, Namco and Data East have proven that they are a significant presence in the redemption market.

There were several other new redemption games of interest. Meltec had a new version of *Shoot-Out*, its air compressor gun game. Unlike *Boom Ball, Knock Down,* and *Big Mouth*, this Meltec game does not have a set number of shots. Instead, the operator adjusts the amount of time per game.

The player shoots as often as possible (about one shot per second). The game has pop-up targets and a Western theme. Meltec believes that the rapid-fire aspect gives *Shoot-Out* an extra degree of excitement.

Bob's Space Racers showed *Sidewinder*, a one-player game that requires real skill to succeed. The player tilts the ''winding road'' playfield as a ball travels down the track. The control is a steering wheel. I found the game to be difficult, but perhaps a younger player will have better reflexes and coordination.

Exidy had a one- to four-player piece called *Camptown Races*, an interactive, ''pachinko action'' game. Players try to move their horses to the finish line by flipping their pachinko ball into the target holes. Ticket awards are adjustable, and the game has a nice sound package.

Another horse race redemption game was shown by Betson Enterprises, the English-manufactured *Derby Stakes*. Also a four-player machine, *Derby Stakes* is more sophisticated (but also larger and more expensive) than *Camptown Races*. Depending upon your customer base, one of these games may be right for your location.

A new watergun game was on display at Coin Concepts, a two-player unit called *Fire Fighter*. This game should appeal to children (and their parents).

Another ''kiddie'' game was on display at Coastal Amusement's booth. *Crazy Clown* is a one-player, upright game with built-in bench seat. The player moves the clown with a steering wheel in order to catch falling balls. A perfect score is 30; I tried the game twice and scored 11 and 10, respectively. *Crazy Clown* is not in the same league with Coastal's *Pop-A-Ball*, but if you're looking for a cute ''kiddie'' game with nice graphics and sound, you may want to consider it.

Betson showed a new ''cover-the-spot'' game called *Magic Circle*, built by Crompton Manufacturing. The response at the show was quite encouraging. Smart Industries debuted *Jackpot*, a one-player rotary.

Though not brand-new for AMOA, two other strong redemption games on display were the previously mentioned *Wacky Gator* and Bromley's *Rock N' Bowl*.

Variety is the name of the game. If it is time to give your players something new, one or more of the new machines from this year's show should do the trick. It will take several months before we can look back and identify the ''winners'' and ''also-rans.'' My prediction, for what it's worth, is that Deltronic Labs' ''Ticket Eater'' and Namco/Data East's *Cosmo Gangs* will turn out to be the strongest ideas to come from AMOA Expo '90. ☐

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## TEN YEARS AGO

# Looking forward to AMOA '80

Play Meter's December 1980 issue was devoted to the then-upcoming AMOA show. Zac Oliver, Play Meter's technical writer, said of the show, ''Will the show introduce a new generation of super video games or will it display only copies of current models? And if that is so, will we see a pinball comeback?'' Remember, that was two years before *Pac-Man*; it sounds like something we would say today!

Within Play Meter's pages 10 years ago was the bold statement: ''Pinball as we know it has lost its position as a chief representative of the industry. It ranks behind the new video games and will remain there unless pinball manufacturers take innovative approaches to the game play.''

Another statement could also apply today, but it was said in 1980: ''The fast development of new models without proper play and marketing research will flood the market and eventually turn the players off. The increasing sophistication of the player will push the video manufacturers into maintaining the same quality output, at least some of them.''

Play Meter was well aware that the press was looking very closely at the coin machine industry. In an article entitled ''The Press is Looking at Coin-Op,'' Play Meter asked the industry, ''How will you use the publicity?'' It was important for the industry to have good press and the star of most of it 10 years ago was *Space Invaders*. The article pointed out that the game was so recognizable that it made news in at least three major newspapers. It was this month that *Asteroids* beat *Space Invaders* on Play Meter's equipment poll. *''The Wall Street Journal''* even said that video games were ''sweeping the country.''

Steve Kirk was introduced as the new video game critic, choosing *Moon Cresta* and *Missile Command* as his recommended new video games. Roger Sharpe, Play Meter's pinball critic, chose *Skateball*, *Flight 2000*, and *James Bond* to review in his column.

The new products featured 10 years ago including Stern's *9 Ball*, a solid-state pinball; Bally's *Skateball*, the first pinball with seven-digit scoring with commas; Sega/Gremlin's *Moon Cresta*, an upright video; *Mad Alien* from Data East, a high-speed car chase video game; Centuri's *2001* phonograph; Midway's *Space Zap*, a space-themed video; Nanao's *Astrocraft*, a sophisticated fortune-telling machine; Nanao's *Space Beam*, the company's first video; and Cinematronics' *Star Castle*, a space action video. ☐

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**Jeffrey Rosenthal, EA**

# Have your employees been sent to the Gulf crisis?

Employers coast to coast are beginning to ask questions about employees who have been activated in the military call-up to the Persian Gulf. The basic rule on job rights of those called to duty is that they can return to their former jobs "without loss of status." The law requires re-employment without loss of seniority.

Some employers are voluntarily supplementing the difference between regular pay and the military pay. This is not required by law, just a good deed—if you can afford it. Obviously, small businesses suffer the loss of a key employee's services, in addition to the economic loss. For many, this loss can be considerable.

The U.S. Department of Labor is charged with the responsibility of overseeing the employee/employer relationship. Said Labor Secretary Elizabeth Dole, "When our military reservists are called upon to leave their jobs and assume potentially dangerous responsibilities in the Persian Gulf, the least of their concerns should be whether their jobs will be waiting when they return."

Here's what you should know:

1. Employees are **not** required to request a leave of absence, or even to notify employers that military service is the reason for leaving.

2. A returning employee has the right to return to the pre-service position or an equivalent one.

3. A soldier returning from active duty returns to the seniority ladder at the point that would have been reached in the absence of military service, **not at the point of departure.**

4. Active-duty time **must** be counted in determining service for pension vesting and benefits, and employers **must** continue pension fund contributions based on length of service.

5. Returning reservists are entitled to any promotions, wage increases, or other job improvements that they would have reached if they had remained at work. They retain full vacation rights.

> ***"When the public fully realizes the economics of this noble action, the American spirit will surely be tested."***

6. The status of a reservist's health insurance comes under a general law that requires employers of 20 or more workers to permit those who leave the company to continue coverage by paying the full cost of group insurance.

The Internal Revenue Service says that it was aware that "many employers will voluntarily maintain full coverage under their group health plans for reservists and their families."

The law provides for termination of coverage **if** the individual comes under another plan. But the IRS notes that access to military medical care does not alter the option under the employer plan.

Further, a 1940 law established a ceiling of 6 percent on mortgage interest paid by active-duty military personnel. Neither lenders nor borrowers are required to notify the other officially of a reduction in payments to meet the 6 percent limit.

Having listed all of the requirements, I think a few thoughts are worth mentioning. First, the notification requirements seem to be very open. A military call-up with national security overtones may require no notifications. However, it is obvious that communications between employees/reservists and their employers and lenders can only aid in effective implementation of the law. Cooperation and communications will ease any misunderstood intentions.

My second thought is that, obviously, the effects of this legislation disproportionately impacts small businesses, which can least afford additional operating or residual costs, despite the noble cause. However, the law is the law. The additional costs of replacement personnel and training are now your problem.

Verbal support of President Bush is one thing. When the public fully realizes the economics of this noble action, the American spirit will surely be tested.

For additional information, call your local office of the Labor Department. You can also call the U.S. Department of Labor at the national office in Washington, D.C., at (202) 523-6666. □

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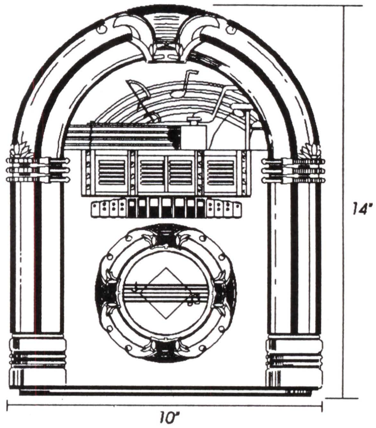

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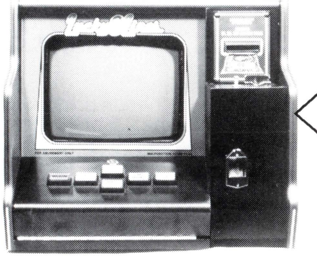

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# Question:

## *How has business been this year? What are the reasons for the upswing/downturn?*

**A**

**Gary Johnson**
**Ace Amusement Co.**
**Silt, CO**

My business is pretty decent at this point, but video games have been terrible. If I have a location that has a lot of young people around, I can do fairly good with videos. But I still don't have anything that warrants the price you have to pay for them.

I've already shifted my buying patterns away from video. My route is small; I only have about three places where video games do somewhat well. Most of my buying is for those three locations. I look for pieces that will be able to stay there for a long time.

I just don't see anything coming along that's going to make things better than they are right now, though I don't expect the situation to get much worse, either. Business isn't great, but it's OK. As long as I keep working hard I'll be alright.

**A**

**Gary Green**
**Green Amusement**
**Louisville, KY**

Our business this year is up about 15 percent. Videos are dead; they're just not getting played. I went to an auction recently, and most of the people there only seemed interested in conversion kits. *Operation Wolf* is probably the only video we've got that's making any money, along with *Double Dragon*. The rest of the videos are dead.

We're pushing our pool and dart leagues a lot harder. The dart leagues are doing very well; we've hired a league director. Our crane volume is down from last year. Would I buy new ones? No. I won't replace what we've got. If a crane breaks down and can't be fixed, I'm done with it.

Music is up, too. We operate strictly 45 rpm jukeboxes, no CDs. The CD jukeboxes are too pricey. I lost one location to an operator with a CD box; it's no longer in there. Either the operator or the bar wasn't making any money. The CDs are turning up in more and more locations, but I'm sticking with my vinyl units.

**A**

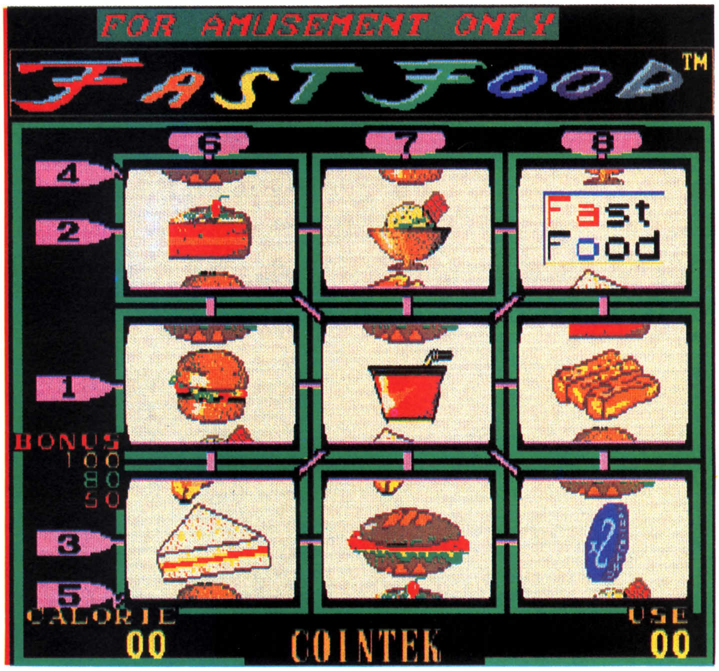
**Steven Piantieri**
**Charles Music Co.**
**Orlando, FL**

We've had a bit of a downturn, about 10 percent. The reasons are varied. The national economy is pretty rotten. People say we're headed for a recession; I think we're in one. Florida is doing pretty well, particularly the tourism industry. But the lottery has hurt us. We're having to compete for that discretionary income, money that used to be spent on video games and jukeboxes.

Videos have been doing reasonably well. I don't think they're off any more than jukeboxes or pool tables. It would be easy to blame it on a lack of new technology, but look at pool tables. They haven't changed in years, yet the income remains fairly steady. CD jukeboxes have increased the gross sales and ROI a bit, but of course our costs are higher, too.

To offset this, we're being more selective in setting locations. We used to set everything we could; we wanted nothing left in the warehouse. But now we have more criteria for setting locations. We prefer not to set a jukebox if there's a background system. We ask that a contract be signed. And we try to get minimums in places without liquor licenses; it's worked well. ☐

# HOTTER THAN WHAT YOU HAVE ON HAND......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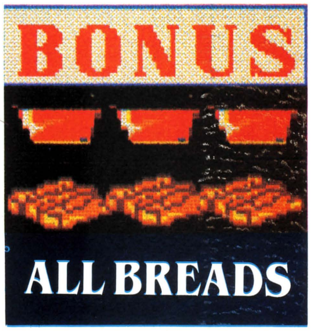
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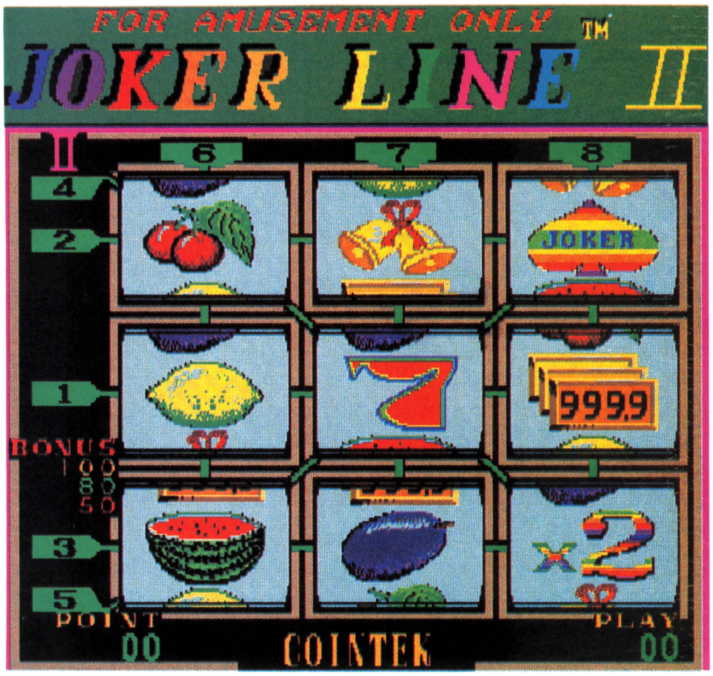
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# READER'S RESPONSE

***OPERATORS: This column is devoted to you. It is your chance to have your voice heard on the state of the industry. We welcome all complaints, compliments, and comments. We will print your letters as received, when possible. We would appreciate it if you would refrain from sending a scathing letter about a specific manufacturer. Instead, we would like your general observations on the industry. Your name will not be used if you prefer. Take a few moments to share your thoughts with the rest of the coin-operated entertainment industry. There is a self-addressed sheet waiting for you to fill out and return to us.***

## Code of ethics, please

My comments are directed toward the manufacturers; they concern crude violence and obscenities in video games. Our company's purpose is to provide entertainment for the whole family. We operate redemption games, videos, pinballs, and other novelty games. Video games are the largest part of our business and will probably remain that way for years to come.

I don't believe that there is anything wrong with combat or karate games. However, to inject violence (i.e., blood, dismemberment, graphic knife stabbings, etc.) or obscenities into video games is needless and harmful to a family atmosphere. Unfortunately, one of the top video games today has been infected with violence and characters that suggest sadism and masochism by their attire.

There are also at least two video games that have characters making obscene gestures at different stages in the game play. These games were probably infected by a programmer looking for a laugh, but it's not funny. We don't need the media to pick up on this and give the industry another black eye.

Manufacturers should get together and develop a code of ethics. Is this asking too much? Our amusement centers need a ''G'' rating.

North Suburban, IL

*Editor's note: I couldn't agree with you more. It's a sad statement for our society that manufacturers seem to think that violence is the only way to sell games. But it goes much farther than just games. Television, movies, books, etc., all tend to focus on violence, obscene language, and sex because the public has given the impression it wants that.*

*On the positive side, remember that there have been some very cute, wholesome games that I'm sure you are proud to have in your arcades. Maybe the tide is turning once again and we won't be so hardened to the violence and bad language that is so prevalent. I hope so.*

## On jukebox licenses

I have complied with jukebox licensing since its inception in 1978. The number of licenses I purchase has declined each year. I pick up new locations each year, but my total decreases when locations purchase their own jukeboxes. They laugh at me when I tell them of the dire consequences of not having a license.

In the area in which I operate, I estimate that 20 percent of the jukeboxes are location-owned and unlicensed. If this is true across the country, maybe that's why only 98,000 jukeboxes are licensed out of an estimated 240,000.

Earl E. Benson  
Michigan Nickel Co.  
Wyandotte, MI

*Editor's note: Earl, your complaint has been echoed by operators all over the country. In the past 10 years, the enforcement efforts have fallen short of being effective. However, if you read Bob Nims' interview in this issue, you may feel more comfortable being one of the compliers. He was on the negotiating committee that hammered out the new agreement and is sure that those jukeboxes not licensed will eventually be spotted. Also, if you report unlicensed boxes to the Jukebox Licensing Office in New York, they will deal with it appropriately.*

## Must speak out

Normally, I try to remain very low-key about anything pertaining to industry issues, formats of trade journals, and any other controversy. But these are not normal times!

Play Meter's new outlook pertaining to operators of ''gray'' area games and gaming devices is a welcome one. Operators from Tennessee are automatically considered thugs, hoodlums, or members of the Mafia if involved in the coin-operated machine business—not to mention gray area games.

Your new updates on current legislation in other states is appreciated. The in-depth interviews with those instrumental in putting the state and operator together through tab-keeping systems are coming at a very important time to Tennessee operators, who have been persecuted and prosecuted for their crimes of operating gray games.

At this time, as during the past, we in Tennessee are attempting to have legislation drawn and implemented that would legalize these games; we would pay our fair share of taxes in return. I spoke with one of our senators, a lobbyist, and other local industry persons recently. The very informative articles in the October 1990 issue of Play Meter are being used to inform our legislators of what is happening in other states.

I think this sort of positive and responsible reporting in our industry has long been needed. So keep up the good work. Any other Tennessee operators reading this should contact their senators, congressmen, and others in positions to help us stay in business—legally. If enough small operators pull together we can make a difference.

# AND NOW . . .
# A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

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**PLAY METER** Magazine
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New Orleans, LA 70184

# READER'S RESPONSE

Tennessee operators are welcome to contact me to help in the efforts to pass important legislation. The number is (615) 226-3826.

Chuck Ryan
Money Makers
Nashville, TN

*Editor's note: Chuck, not only do I sincerely thank you for the compliment, but I would like to pat you on the back for being so involved in making things happen in your state. Although you are in Tennessee, your comments on the future of the industry could apply to other states. They all need the support of their operators.*

*Bonnie Theard, our managing editor, has been named the magazine's official "video poker expert." She is feverishly working to research the issue and let operators know what is going on. Her interview with South Dakota's Susan Walker was very informative, since that state will more than likely become the state to model legislation after.*

*I invite all operators to contact us if they have any questions concerning video pokers and related issues. If we don't know the answers, I can assure you we will go to great lengths to find them. Thanks again, Chuck. I wish more operators were as outspoken as you are!*

## Beware of crooks

This letter is to advise anyone involved in this industry to be aware of a serious problem that is affecting us all.

There is a gentleman in Tampa, Fla., who has cast a dark shadow over the honest, hard-working people who are still a majority in this business. This man has taken it upon himself to steal, cheat, misrepresent, and fraudulently run a distributing company with the intent to defraud distributors, manufacturers, customers, and state organizations.

He has had seven different checking accounts, all closed due to NSF check activity; over $300,000 in NSF checks currently outstanding; judgments against him personally and as a business; and prosecution by the state attorney's office in Florida for worthless checks.

He has committed all of these crimes with full knowledge and without any regard for the law or those he hurts. He thinks he is above the law and can screw who he wants. Guess again!

Bob Plum
Plum Distributing
Tampa, FL

*Editor's note: Pretty strong accusations, but I'd like to add that the man Bob's talking about also owes us quite a tidy sum. Although we can't print the man's name, Bob said he would be willing to speak with anyone who is interested. He claims he has all the pertinent documents, lawsuits, and copies of checks to prove his claims. If you have had a bad experience with this "distributor" in Tampa, it may be the same one Bob speaks about. You can call Bob at (813) 960-2032.* ☐

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# Tornado stages foosball world championships

Foosball players from across the globe converged upon the Dallas/Fort Worth Airport Hilton on Labor Day weekend for Tornado Table Soccer's 1990 $70,000 World Championships. One hundred new Tornado foosball tables were utilized for the event.

There were 3,090 entries for the 20 different events, including Open Singles, Open Doubles, Novice Doubles, Amateur Doubles, Women's Doubles, and Open Mixed.

The Open Singles finals pitted two of the country's best players, Steve Murray of Dallas and Johnny Horton of Tampa. Murray won the first set in three straight games, but Horton came back to win the match—becoming the Tornado 1990 World Singles Champion. He was the only non-Texan to place in the top five.

The finals of Open Doubles pitted two Denver teams, Gus Trevino and Todd Loffredo vs. Mark Rudnicki and Keven Everson. Trevino and Loffredo captured the title, which carried with it $10,000 and two silver cups. Rudnicki and Everson received $5,000 for their second place finish; Steve Mohs and Don Swan took third.

Alabama's Cindy Head again reigned supreme in the two key women's events. She prevailed in her Women's Singles rematch with Charlene McManus of Oklahoma. She then paired with Liz Trotter to win the Women's Doubles title; they defeated Washington state's Lotus Leong and New York's Caryn Varadinek.

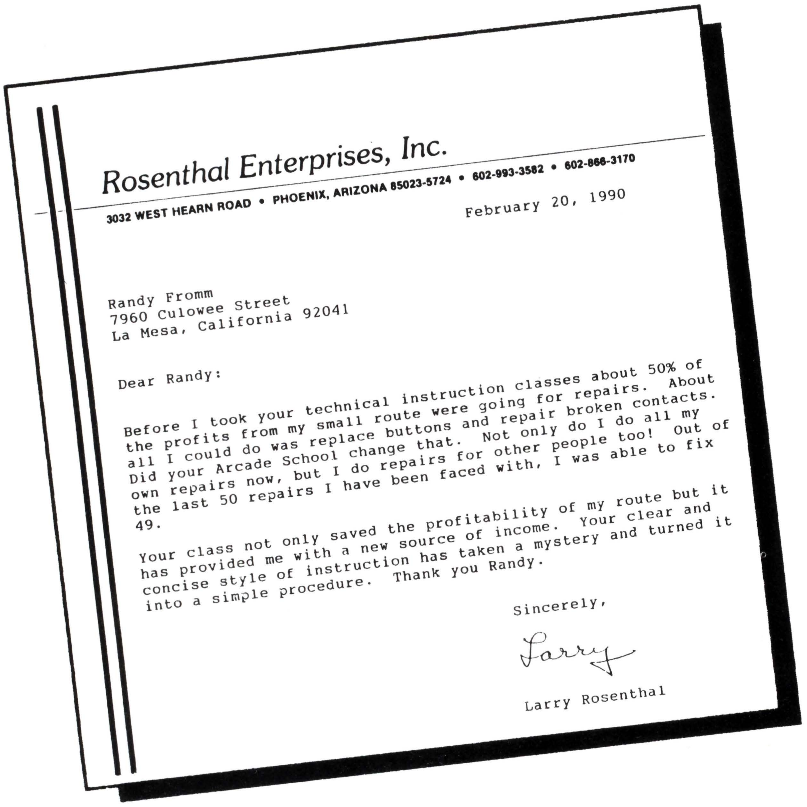
Tornado's 1991 tour will stop in such cities as New Orleans, Denver, Oklahoma City, St. Louis, Atlanta, Houston, Chicago, and Minneapolis. There may also be two West Coast stops and one in the Northwest, in Seattle or Portland.

For more information on Tornado's tournaments, call (713) 920-2643 or (303) 933-1170. ☐

Todd Loffredo and Gus Trevino (facing camera, left and right, respectively) captured the Open Doubles title.

The facility was filled to capacity for the foosball championships.

# TECHNICAL DIFFICULTIES?



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February 20, 1990

Randy Fromm
7960 Culowee Street
La Mesa, California 92041

Dear Randy:

Before I took your technical instruction classes about 50% of the profits from my small route were going for repairs. About all I could do was replace buttons and repair broken contacts. Did your Arcade School change that. Not only do I do all my own repairs now, but I do repairs for other people too! Out of the last 50 repairs I have been faced with, I was able to fix 49.

Your class not only saved the profitability of my route but it has provided me with a new source of income. Your clear and concise style of instruction has taken a mystery and turned it into a simple procedure. Thank you Randy.

Sincerely,

Larry

Larry Rosenthal

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# Sooner or later, you will transfer your business

Do you know how to make a grown man cry? Tell him the IRS will sell his business—to pay taxes—after he's gone. A bad dream, or reality?

Unfortunately, in the real world, all businesses are transferred—sooner or later. You can do it voluntarily during your life, or it will be done for you at death. I make my living working and consulting with successful owners of closely held businesses. They are winners in business. Give them a business problem and, somehow, they will figure out how to turn it into a bottom-line profit. Two common skills always seem present: minimizing risk and learning from mistakes.

Based on my years of experience, however, about six out of 10 successful business owners will go to their final reward without having an organized business transfer plan in place. The IRS will win; the owner's family and business will lose. How can we turn this all-to-familiar scenario around? The answer is going back to basics. Minimize the risk by both developing an organized business transfer plan and learning from the mistakes of others who failed to plan or planned incorrectly.

The key to an organized plan is to ask all of the right questions. For example: Do I sell to the kids? Do I give them the business? Can I keep control for as long as I live? How can I treat the kids fairly? What about the kids who are not in the business? How will the IRS value my business? How can I maintain a flow of income for my retirement?

> ***"About six of 10 successful business owners will go to their final reward without having an organized business transfer plan in place."***

The questions go on and on, but each falls into one of three categories: satisfying the needs and wants of yourself and your spouse, each member of your family, and your business. Each category is subdivided. One set of questions asks what you would like to happen starting today and for as long as you live, as well as after you are gone.

Hire the best professional you can find to help develop the questions and get the answers—thus setting specific objectives for you, your family, and your business. The plan is then organized to satisfy the predetermined objectives. An experienced professional can steer you away from the mistakes that others have made.

## How to receive by giving

One cardinal rule of saving taxes is easy to state and easy to understand: **when you pay, deduct all.** Here's a tax idea that goes even a step further: you get a full deduction for what **someone else** pays.

First, some basics. When you give property to a charity, you get a deduction equal to its fair market value on the date of the gift. Your cost, or how you acquired the property, is immaterial. An example is the easiest way to explain the wonderful tax consequences.

Years ago, when you started Success Co., the stock was worth 10 cents a share. You owned 100 percent then and still do today. But today it's worth $100 per share. If you sold 100 shares for $10,000, the capital gains tax would be about $2,800. But if you donate the stock to your favorite charity, the capital gains tax is ignored and you get the full $10,000 deduction. In the 28 percent tax bracket, that means you would pocket $2,800.

This little tax ploy is known as a "charitable bailout." It's one of the answers to the age-old problem of how to get money out of a closely held corporation. It's not so easy to find a buyer for your stock when you want to sell only a few shares. In fact, you may have trouble trying to give it away, because the charity won't be able to sell it either.

This is where the bailout comes in. You

arrange to have your corporation buy the stock from the charity at its full value. The result: you unlock $10,000 from the corporation. But be careful about the deal you make with the charity. You lose your tax benefits if the charity is obliged to sell the stock to the corporation.

It's OK to nix sales to anyone else, but the charity must at least have the option of keeping the stock. Chances are they'll want to cash it in faster than you want it back, but you won't avoid the capital gains tax if you make the donation contingent upon the charity selling the stock back to the corporation.

When the smoke clears, Success Co. has, in fact, paid for your $10,000 charitable deduction. And who still owns 100 percent of the company? You do. It's a great tax deal all around. One more caution: gifts of appreciated property may be subject to the Alternative Minimum Tax. Get a competent professional to set-up and review the entire transaction.

## Investment strategies you should know

It's a winner. You invested $1,000 in Go-Go Public Co. and now, after many years, it's worth $10,000. But just two months ago, it was worth $12,000. Your analysis of the situation—get out, now! But you would like to push the tax cost to next year. Can it be done? Yes. There are two basic approaches.

**Using puts and calls.** Buying a put (option to sell) that expires next year is one way of locking-in the current stock price while pushing the taxable gain into next year. A call or option to buy can be used in the same way to defer a loss.

For example, buy a put on Go-Go stock at the current market price. Just make sure it doesn't expire until next January. This protects the $9,000 built-in gain if the market drops during this year. If the market goes up, however, you should not sell the stock or exercise the put until January. The loss on the put will then be offset by the rise in the stock value.

**Selling short against the box.** Investors who "sell short" are selling stocks they don't currently own. Investors who sell stocks they do own are said to be "selling long." When you sell short the same stock that you also own, you are selling short "against the box." By selling short against the box, and then delivering after year-end the shares held long to close-out the short sale, you can defer any gain until the day (next year) the short position is closed.

You must remember that these techniques involve transaction costs and opportunity costs. Also, your investment capital is tied up during the deferral period.

## Family gifts: a certain for saving taxes

A favorite American pastime is figuring out how to win the tax game. Lifetime gifts—usually to younger family members—are guaranteed to cut the IRS's share of your estate. Remember, the estate

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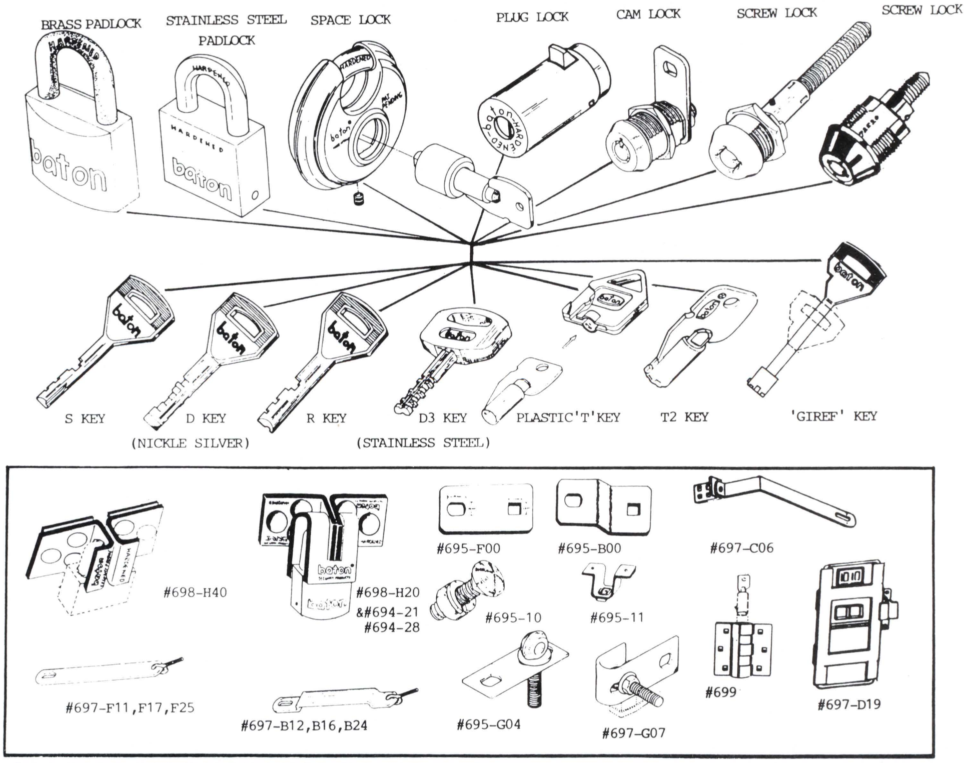

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tax can go as high as 55 percent.

Here are the five most-asked questions about gift giving, together with their respective answers.

**1. How much can I give to any one person tax-free?**

The first $10,000 (called the "annual exclusion") of gifts made each year by the donor to the donee is gift tax-free. A gift by one spouse can be treated for gift tax purposes as if it were made one-half by each spouse. This is called "gift-splitting"; it doubles the annual exclusion to $20,000 for married couples.

Let me give you an example. George gives $20,000 to his son, Neal. If George is single, he must pay a gift tax on the second $10,000. But George and his wife, Barbara, elect to treat the gift as having been made one-half by each of them. This is treated as if George and Barbara each made a separate $10,000 gift to Neal. Both gifts are entitled to the $10,000 annual exclusion and are tax-free.

**2. Are all gifts of $10,000 or less tax-free?**

No. To qualify for tax-free treatment, the gift must be a gift of a "present interest." A "future interest" blows the annual exclusion. Here are two examples.

Example #1: Bob has three children. Every year Bob gives each child $10,000 in cash. These are gifts of a present interest (the kids can spend, save, or squander the money *now*). Bob is entitled to the annual exclusion.

Example #2: The facts are the same as in the previous example, except the cash is given to a trustee with instructions to accumulate the income and give each child everything in the trust in five years (obviously, in the future as opposed to now). This is a future interest. There is no annual exclusion; all the gifts are subject to gift tax.

**3. Must I pay the gift tax in cash?**

No. You can make up to $600,000 in lifetime gifts (all the gifts you make during your life, in excess of the $10,000 annual exclusion(s), are added together) that can be paid with a special credit created by law. If you are married, double the figures.

**4. What can I give away?**

Anything you own—the family business, bonds, real estate, an interest in a partnership, etc. The amount of the gift is based on the fair market value of the property on the date of the gift. Your cost, or how you acquired the property, is immaterial.

**5. Can I deduct the gift?**

No, no, no—in spite of what you may hear elsewhere. Nor is the gift income to the recipient.

Gift-giving is a superb tax-planning tool. Use it. But to maximize your tax savings, it should be coordinated with an overall lifetime tax plan and a separate estate plan. See a professional adviser. ☐

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Bonnie Theard

# 'Tis the season for holidays and sports

Christmas is fast approaching and all eyes are being directed to holiday items. It's also time for those much-anticipated football playoff games. Both of these happenings can give operators a perfect tie-in for their redemption counters, cranes, and rotaries.

**Acme Premium** offers a cuddly Christmas Moose assortment with figures that measure 6-1/2 inches tall; the case price is $18.64 per dozen (six dozen to a case). There's also a collection of Christmas Mice, which stand 5-1/4 inches tall; the case price is $10.20 per dozen (12 dozen to a case). Contact Acme Premium (800) 325-7888 or (314) 531-8880.

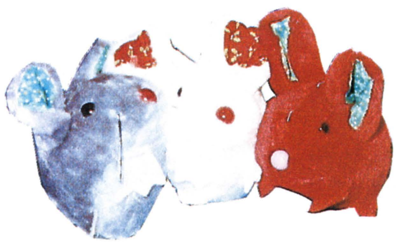
**Best Mfg.** brings us Santa and the Holiday Balloon, an attractive piece in two connected parts. The balloon says, "A warm holiday fuzzy!" This item, priced at 75 cents each, would draw attention hanging inside a crane or suspended at a redemption counter. Contact Best Mfg. (800) 962-4486 or (414) 547-5051.

**Rosette** varies the popular plush bear with its new Hot Number Bears, who are decked out in cap, sunglasses, and suspenders. Bears come in red, blue, or purple; their togs all display numbers in the primary colors. The bears come in two sizes: eight inches tall, priced at $27 a dozen (three dozen to a case), and 10 inches tall, priced at $42 a dozen (one dozen per case). Contact Rosette (800) 426-6665 or (215) 668-8392.

**Ace Novelty** offers a topper to the baseball and football seasons with specially designed sports pins. The Football Pins feature the official team logos of all the NFC and AFC teams, priced at $1 each. There's also an MVP Series of pins mounted on player cards from Score, a Baseball Pin series, and a Rookie Series. Contact Ace Novelty (800) 759-1223 or (206) 644-1820. ☐

*Suppliers, remember to send in your newest items for inclusion in this column. Send by Jan. 1 for the February issue; there's no limit to the number of times your merchandise may appear.*

A warm Holiday FUZZY!



Yankees
OAKLAND A's ATHLETICS
PIRATES

## Space Gun

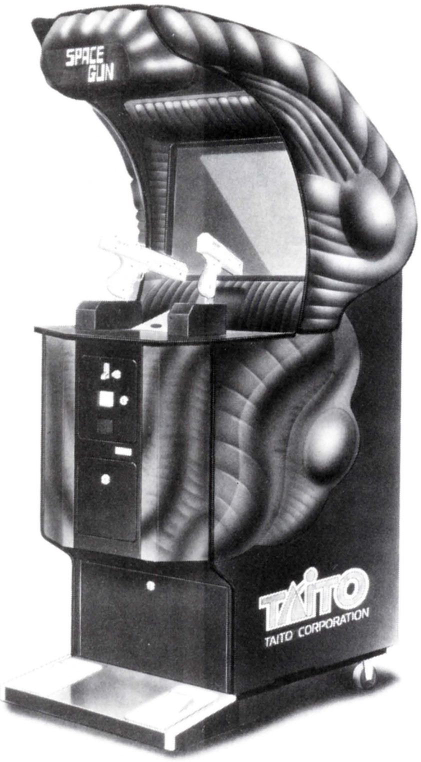
Taito introduces a two-player dedicated video that features unique pump gun action and a foot pedal for reverse scrolling. Named *Space Gun*, the game is set in the year 2039 and has a space adventure theme.

Players become members of a team of space explorers who must investigate a series of accidents in the black abyss of outer space. S.O.S. signals come from a cargo ship being invaded by alien life forms; the team must rescue all the hostages of this violent intrusion.

Players are equipped with automatic weapons and motion radar. Capsules hidden in the ship's corridors hold the key to longer life. Machine guns can become fire bombs, freeze bombs, blade bombs, or explosive bombs.

*Space Gun* offers seven stages of game play from the first person viewpoint. A continue play option is included to help players accomplish their mission.

For more information, or distributor referral, write Taito America Corp., 390 Holbrook Drive, Wheeling, IL 60090; (708) 520-9280; FAX (708) 520-1309.



## Blood Brothers

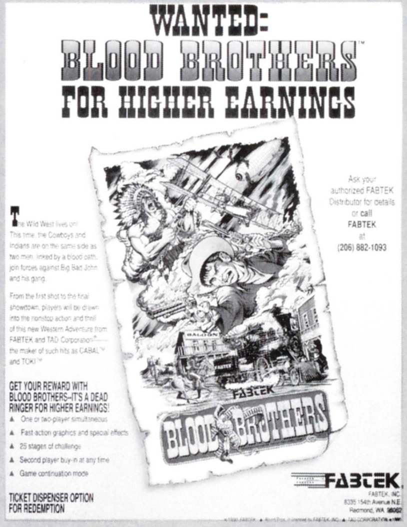
The Old West provides the backdrop for the newest video kit from Fabtek, *Blood Brothers*.

A one- or two-player simultaneous game, it offers 25 stages of play, fast-action graphics, and special effects. A game continuation mode is included and a second player can buy-in at any time.

In *Blood Brothers*, the cowboys and Indians are on the same side as two men linked by a blood oath team up to fight the legendary Big Bad John and his gang of outlaws.

There's shootin' aplenty in this game, from the start to the final showdown. This Wild West adventure comes from Fabtek and TAD Corporation, the company that brought us the popular *Cabal* and *Toki*. For redemption purposes, the game has a ticket dispenser option.

For more information, or distributor referral, write Fabtek Inc., 8335 154th Ave. N.E., Redmond, WA 98052; (206) 882-1093; FAX (206) 883-8038.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The Wild West lives on! This time, the Cowboys and Indians are on the same side as two men, linked by a blood oath, join forces against Big Bad John and his gang.

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## Camptown Races

Exidy debuts a horserace-themed, electromechanical redemption game in its new *Camptown Races*.

A one- to four-player game, *Camptown Races* invites players to choose one of four color-coded playing stations (orange, purple, yellow, or blue). Each color is matched to the riding "silks" of a jockey on one of four horses on the eye-level playfield.

Players use a "pachinko-style" flipper to propel a ball onto numbered spots that control the advancement of each player's horse. The sound package includes the familiar song, "Camptown Races," and a bell sounds at the start and finish of the race.

The game is housed in a cabinet that measures 52 inches high, 34 inches wide, and 51 inches long. Features include four ticket mechanisms, eight coin drops, one large collection box, a hi-tech hooded plex, and optional bill acceptor.

There are many operator-adjustable settings for price per play and ticket dispensing. Factory settings suggest six tickets for a win, three for place, two for show, and one for last.

For more information, or distributor referral, write Exidy Inc., 2688 C Middlefield Road, Redwood City, CA 94063; (415) 364-5201; FAX (415) 364-5286.

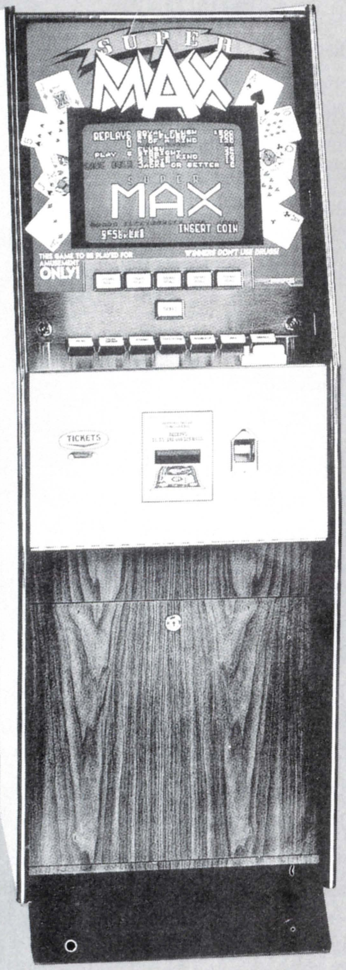
## SuperMAX

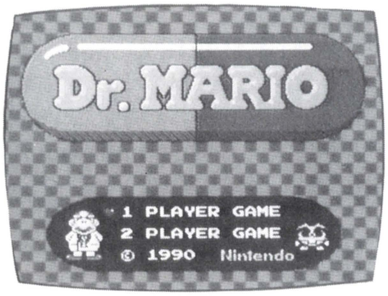
PARS Electronics debuts the *SuperMAX* video poker game that is available as a dedicated upright cabinet or as a kit. The kit includes satellite board and all graphics.

*SuperMAX* features five card draw, bonus draw, and raise. There's also a super bonus multiplier, automatic bet, enhanced statistics, and a choice of double-up or progressive hi/lo.

The game includes a dollar bill acceptor and has ticket- dispensing capability.

For more information, or distributor referral, write PARS Electronics Inc., 2719 Interstate St., P.O. Box 668604, Charlotte, NC 28208; (800) 245-4054 or (704) 398-1177.





## Dr. Mario

Nintendo brings that popular video character, Mario, back to the coin-op screen in a new, one- or two-player kit for the VS. system, *Dr. Mario.*

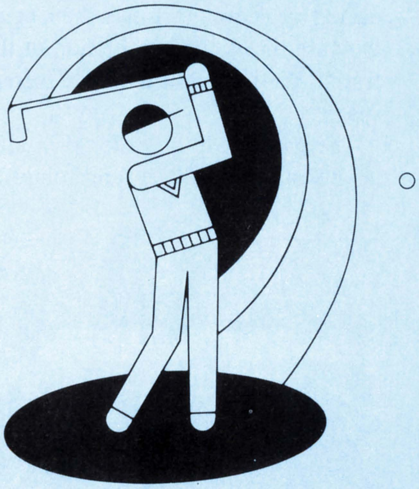
This time, Mario is engaged in a game of strategy. Appropriately clad in medical attire, Dr. Mario tosses colored vitamin capsules into a prescription bottle in order to eliminate a nasty bunch of viruses.

The game features various levels, speed, and viruses. The viruses can be eradicated by the strategic placement of the capsules. Players choose their own level of skill.

When all the viruses are destroyed, Dr. Mario advances to a more challenging round of play. In the two-player mode, players compete to match colors on the vitamin capsules as they fall.

All age levels can understand the object of the game; the name of Mario alone will provide instant recognition.

For more information, or distributor referral, write Nintendo of America Inc., P.O. Box 957, Redmond, WA 98073; (800) 633-3236 or (206) 882-2040; FAX (206) 882-3585.



## Birdie Try

I-VICS introduces a new golf-themed video named *Birdie Try*, a conversion kit for vertical uprights or *cocktail* tables.

*Birdie Try* offers a challenging course with several levels of difficulty. Players will enjoy the use of these variables: club selection, wind direction, hook/slice, and back spin.

A one- or two-player game, *Birdie Try* rewards players who earn a birdie, which allows them to advance through the course without adding more coins. Players who get a bogey will end the game. Game continuation is possible as well as player buy-in.

Game play starts with a fairly straight course on the first few holes and advances to more challenging holes. Look for sand traps, water hazards, dog-legs, and other terrain feared by golfers.

Many operators are looking for suitable cocktail table games and I-VICS expects *Birdie Try* to fill that need.

For more information, or distributor referral, write I-VICS Inc., 1900 Wyatt Drive, Suite 3, Santa Clara, CA 95054; (408) 492-1296; FAX (408) 492-1299.

## Backlighting module

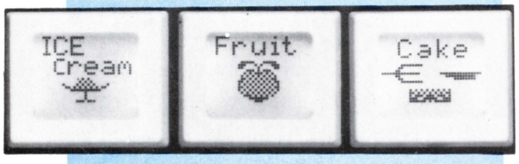
The Component Products Division of IEE now makes red, amber, and green LED backlighting available in its PIXIE Graphic LCD switch module. Energizing the green and red LED backlights concurrently produces a strong amber color.

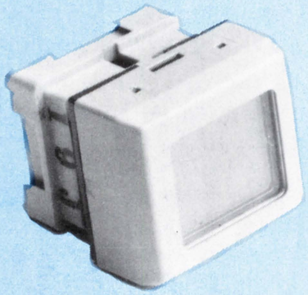
This new tri-color backlighting feature is important to many applications that require operator attention. A red backlight can indicate a "fault," "warning," or "stop" condition; amber a "caution" condition; and green a "go" or "machine running" condition.

Each PIXIE switch consists of 864 pixels in a 24 x 36 pixel matrix, providing full screen graphics. Or, if used as a 5 x 7 alphanumeric display, it provides three lines of up to six characters per line.

The PIXIE switch unit price, in quantities of 100, is $44. Small quantities of the intelligent controller and PIXIETALK software are priced $527 and $270.25, respectively.

For more information, contact Lou Hronek, IEE, Director of Sales, Component Products Division, 7740 Lemona Ave., Van Nuys, CA 91409-9234; (818) 787-0311, FAX (818) 376-1075.





## Bowlingo

Capcom brings the excitement of bowling to the arcade with *Bowlingo*, coin-op bowling lanes well-suited to family entertainment centers.

*Bowlingo* features fully automatic 10-pin installation; the pins are connected by a cord that raises them up as they are hit. Upon completion of the frame, the pins return to the correct space.

The games can be ordered in lane lengths starting at 20 feet and going up; the minimum order is two lanes. The balls are approximately 4-1/2 inches in diameter. The suggested price per game is $2.

Capcom offers a free videotape demonstrating the value of *Bowlingo*; just call or write for your copy.

For more information, or distributor referral, write Capcom USA, 3303 Scott Blvd., Santa Clara, CA 95054; (408) 727-0400; FAX (408) 496-6679.

## Masseuse

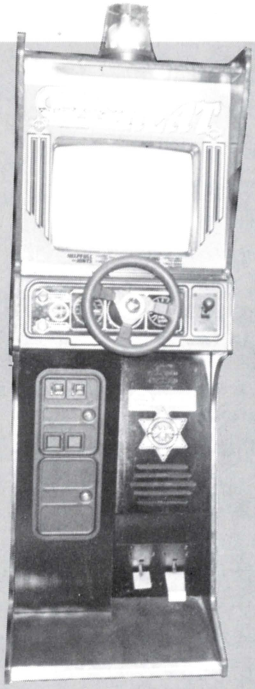
Northwest Manufacturing has developed a coin-op massage machine, the *Masseuse*, which requires only a three-foot by five-foot area.

Features include adjustable pricing and timing and a choice of both standard and optional colors. The unit works on 110 volts of electricity and is suitable for placement in health clubs, gyms, factories, offices, hotels, and truck stops.

The *Masseuse* has a European design, weighs only 160 lbs. itself, and has a weight capacity of 400 lbs. A steel frame adds to the unit's durability.

For more information, or distributor referral, write Northwest Manufacturing, 102 Drennen Road, Suite B-3, Orlando, FL 32806; (800) 624-1672 or (914) 562-6722.

## Cisco Heat



The country's first national championship police car steeplechase is the theme for Jaleco's newest dedicated video, *Cisco Heat*.

A sequel to the company's *Big Run*, this driving game features a five-stage course through the narrow, winding streets of San Francisco. The race takes players from the Golden Gate Bridge to Fisherman's Wharf, from Union Square to the Moscone Center, and from Twin Peaks to the finish line.

Drivers choose from two cars: a full-size American police car with V-8 engine or the highly maneuverable European sports compact. The track never repeats itself and the screeching sound effects add to the racing experience.

The deluxe cabinet actually moves to give the realistic feel of the race; the game is also available in an upright version. The *Cisco Heat* communications link allows four machines to be interconnected for increased competition by several drivers.

For more information, or distributor referral, write Jaleco USA, 310 Era Drive, Northbrook, IL 60062; (708) 480-1811; FAX (708) 480-9231.

## Hit the Ice

Williams brings hockey action to the video screen with *Hit the Ice*, a one- to four-player dedicated video that features artful skating, blazing shots, and body slams.

Game play is fast-paced and laced with humor. Players pick teams from a roster of international stars from the Video Hockey League (VHL), such as Gunner Hall, the goalie who refuses to wear a mask, and Phil Bunger, a wild man on and off the ice. The game has its own colorful referee in Smitty Larson.

Players maneuver the on-screen athletes with an eight-way joystick, shoot/check button, and pass/save button. Action continues through locker room intermissions when players can purchase a special power drink that energizes the VHL skaters.

Special effects include fog horn blasts, wailing sirens, and organ music. Continuous buy-in guarantees a chance to keep the action going on the 25-inch monitor.

For more information, or distributor referral, write Williams Electronics Games Inc., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.

HIT THE ICE
Williams
OFFICIAL
VH

## Shuffle Ball

Les Industries Electro Jeux introduces *Shuffle Ball*, a game of skill and tactics with an original design.

*Shuffle Ball* is a free-standing unit with an ultra modern look. The game is a mini-shuffleboard-type game with red and blue sliding pieces that smoothly glide over the polished wood playing surface.

There are sleek, black handrails along the side of the game; a halogen lamp hangs above and black stools are placed on each side. It is available in a coin-op version and non coin-op version; the stools and lamp are optional.

The game has been designed for placement in tavern locations, bowling centers, restaurants, and night clubs.

SHUFFLE BALL

For more information, or distributor referral, write Les Industries Electro Jeux, 1361 boul. Smith Sud., Thetford Mines (Quebec) Canada, GGG 6K8; (800) 463-6311 or (418) 338-5131; FAX (418) 338-1500.

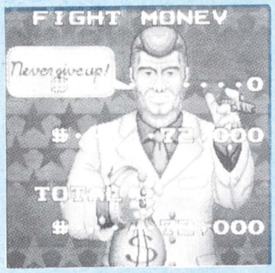
## Pound for Pound

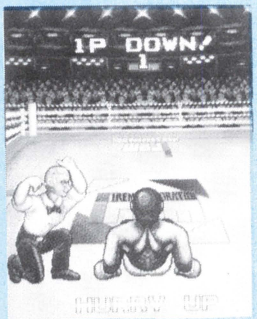
Players can become "contenders" as they step into the ring of a new video kit from Irem. Named *Pound for Pound*, the game has a heavyweight boxing theme and is designed for one or two players.

Eight seasoned opponents challenge the player's skill during the realistic play action. Quick response track ball controls direct the body movements and blows.

In *Pound for Pound*, players have the ability to jab and hook their way to victory against such masters as Cue Ball, Bone Crusher, and The Beast. A game continuation mode allows players to go from the first bell to the final countdown.

For more information, or distributor referral, write Irem America Corp., 8335 154th Ave. N.E., Redmond, WA 98052; (206) 882-1093; FAX (206) 883-8038.





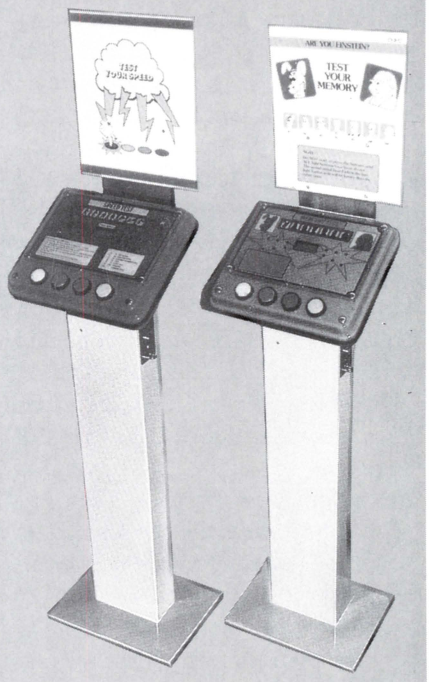
## Speed Tester, Memory Tester

Vari-Tech International debuts a new line of impulse games with its *Speed Tester* and *Memory Tester*.

Both games are challenging, competitive, and feature a sturdy, steel-plated stand for durability. Each holds up to $1,000 in quarters, has a secure cash box, and is metered for revenue accountability.

A complete sound package is included with each game; ticket dispensers are available. Unit dimensions are 16 inches wide, 12 inches deep, and 46 inches high. Power requirements are 110 VAC, 10 watts.

Both games offer a control panel with four color buttons that light up in random order. The player reacts as the game directs and continues to play as long as the correct sequence is followed. Also available: *Sex Tester*. Additional models will be introduced in the future.



For more information, or distributor referral, write to Vari-Tech International, 4520 Spartan Industrial Drive., S.W., Grandville, MI 49468; (800) 245-2737 or (616) 538-4088; FAX (616) 538-1281.

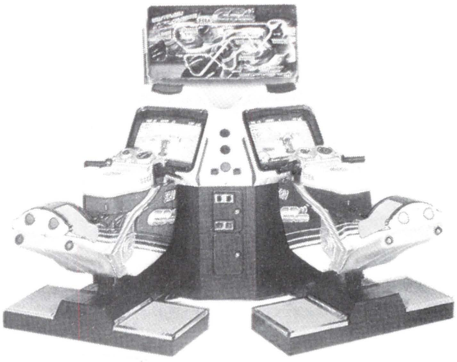
## GP Rider

Sega brings to market a new motorcycle simulator, *GP Rider*, that takes players on a motorcycle racing circuit adventure.

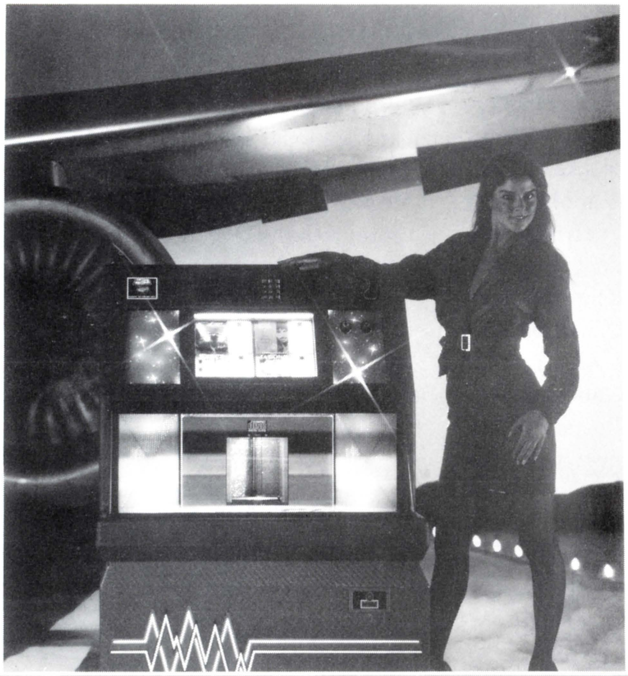
*GP Rider* is a one- or two-player game that is available in either a deluxe ride-on model or upright model; both games have two monitors.

Players race on one course and must perfect the turns and twists as they attempt to beat the clock. The time limit for each race becomes progressively shorter, demanding greater skill of the player(s).

Sega's linkage system allows for exciting two-player simultaneous racing competition. Players quickly learn the course's layout and ways to improve their performance. As an example, they can clear a corner by using the *GP Rider* techniques or go through a hairpin curve by breaking and using the *Hang On* technique.



For more information, or distributor referral, write Sega Enterprises Inc. USA, 2149 Paragon Drive, San Jose, CA 95151; (408) 435-0201; (FAX) 408) 435-0294.



## Silver Sky, Silver City, Fire Bird & Fire Country

NSM introduces a foursome of new Hyper-Beam CD jukeboxes, each with an impressive spray of colors. The lineup includes the *Silver Sky, Silver City, Fire Bird,* and *Fire Country*.

*Silver Sky* is now the ''flagship'' of the NSM line. It features a visible mechanism and pulsating star animation. The *Silver City* is an economy model that offers sleek, contemporary lines; it's fitted with the same full-featured system as its sister model.

The two new Fire models, *Fire Bird* and *Fire Country*, are complete jukeboxes (except the speakers) that mount on the wall. For a special look, or to accommodate limited space, both Fire units will make a statement.

*Fire Bird* has sculpted peacock art, mirrored glass, color-burst pilasters, and chrome adornments. *Fire Country* has woodgrain moldings and touches of gold, orange, and red.

At the heart of the NSM line is the changer mechanism—''The Quick Change Artist'' changer. In addition, the jukeboxes feature a super-fast picture display title strip mechanism that allows viewing of 100 CD jackets in less than 90 seconds.

For more information, or distributor referral, write NSM, 5207 N. Rose St., Chicago, IL; (312) 992-2280; FAX (312) 992-2289.

## Currency validator

A versatile currency validator/acceptor and a detachable, lockable 500-bill stacker are now available from Coin Bill Validators.

The validator, known as Model 100, has a large credit register and can be set to accept not only $1, $2, $5, $10, and $20 bills, but also $50s and $100s—in any combination. The electronics are all on top of this unconditionally guaranteed machine, out of the reach of sprayed fluid and safe from dampness.

The Model 100 won't give credit if a bill is inserted and then pulled out. Also, it won't accept counterfeits. Bills are accepted either-end-first.

The validators companion-model stacker—available as an option—can be attached in more than one position to accommodate space limitations.

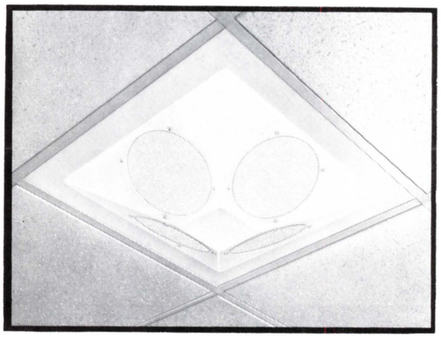
For more information, contact Coin Bill Validator Inc., 30 Di Tomas Court, Copiague, NY 11726; (516) 842-3810.

## Ceiling speakers

LA East's Ceiling Systems Professional Series Loudspeakers represent a breakthrough in ceiling speaker design. The SD Series (patent applied for) utilizes suspended ceiling tile technology that's prevalent in today's building environments. The innovative speaker array and enclosure provides sound contractors and A/V system designers with a high-quality alternative to traditional ceiling speakers.

The SD Series is engineered to handle a wide variety of distributed sound applications, including music reproduction and voice announcements. The low-profile design is ideal for foreground/background sound reinforcement in all types of commercial installations.

For more information, contact LA East, 127 Union St., Hatfield, PA 19440; (215) 362-2890; FAX (215) 368-7272.



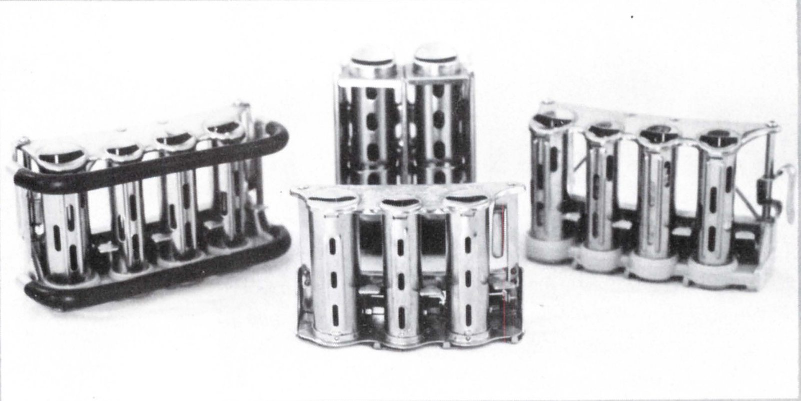
## Belt coin changers

ABC Coin Sorting & Counting Co. now stocks a complete line of belt coin changers. They come in fixed three- or four-barrel types, with standard configurations: penny, nickel, dime, and quarter.

These changers also come in a heavy-duty style; as many barrels (denominations) can be combined together as desired. You can select how many coins you want to dispense from each barrel.

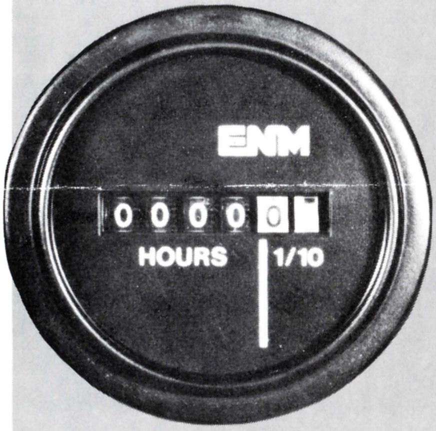
The Model #10, four-barrel changer has a rubber bumper guard around the front. It was designed for the attendant who wants a quick coin changer that's light in weight.

For more information, contact Marcia Steffen, ABC Coin, 2839 Biscayne, Plano, TX 75075; (214) 596-1212; FAX (214) 867-8119.



## Hour meter

ENM Co. has added a new back-of-panel mounting configuration to its T14 Mini-DC Hour Meter line. This T14 is completely interchangeable with Stewart-Warner Hobbs. It absolutely will not lose count; no battery is required.



Among the features are an extended, dual range DC voltage (8-32 VDC); 5-digit readout at either 99,999 full hours or 9,999 hours plus tenths; and three configurations (rectangular, round SAE bezel in black or chrome, and round three-hole bezel).

All models are sealed against dirt and moisture in a tamper-proof, high-impact plastic case that's suitable for extended temperature applications—from -25 to 185 Fahrenheit. They are made in the United States, allowing for close quality control and low cost.

For more information, contact ENM Co., 5617 Northwest Hwy., Chicago, IL 60646; (312) 775-8400; FAX (312) 775-5968.

## Coin sorter and packager

Nadex Industries' coin sorter and packager is available with or without an automatic coin feeder. Model 607 utilizes a hand-feed operation; it allows you to sort 300 coins a minute, as well as count and wrap two to three rolls per minute.

The Model 607-707 coin sorter with automatic feed welcomes a bulk load from the cash drawer or coin bag. The feeder leaves both hands free for continuous counting and wrapping. An electronic vibrator feeds up to 500 coins a minute. A convenient dial adjusts the rate of flow, allowing you to easily count and wrap three to five rolls a minute.

The coins stack in graduated tubes. Calibrations show the totals; a count verifier lets you double-check the counts before packaging or returning to the cash drawer.

For more information, contact Nadex Industries Inc., 145 Ontario St., Buffalo, NY 14207; (716) 873-6600; (716) 873-6621.

## Laptop PC

Commodore Business Machines Inc. has introduced a notebook-sized, laptop personal computer—the C286-LT—that weighs a mere 7 pounds. To strengthen its appeal to the MS-DOS (R) world, Commodore is also bundling Microsoft's "Windows 3.0" on the C286-LT and installing it on the hard drive.

The C286-LT delivers needed power for spreadsheet, word processing, and process management tasks. It comes standard with VGA graphics on a sidelit LCD and rechargeable batteries (AC charger included). The PC is also equipped with 80C286 CPC; 12.5 MHz clock speed; 1 MB RAM, expandable to 5 MB; high-speed, 20 MB hard drive; compatible serial and parallel ports; a deluxe sculptured keyboard; and a rugged carrying case with shoulder strap.

The suggested retail price is $2,999. It is available through the retail network. The laptop will be covered by "CommodoreExpress," a 24-hour, toll-free helpline and door-to-door customer service program offered in cooperation with Federal Express.

For more information, contact Commodore Business Machines Inc., 1200 Wilson Drive, West Chester, PA 19380; (215) 431-9100.

# TOP TWENTY

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## HOT SINGLES

| TITLE<br>Label & Number/Distributing Label | ARTIST |
|---|---|
| **1. Ice Ice Baby**<br>SBK 07335 | Vanilla Ice |
| **2. Black Cat**<br>A&M 1477 | Janet Jackson |
| **3. Love Takes Time**<br>Columbia 38-73455 | Mariah Carey |
| **4. Giving You The Benefit**<br>MCA 53891 | Pebbles |
| **5. I Don't Have The Heart**<br>Warner Bros. 4-19911 | James Ingram |
| **6. Pray**<br>Capitol 44609 | M.C. Hammer |
| **7. Can't Stop**<br>Virgin 4-98961 | After 7 |
| **8. More Than Words Can Say**<br>EMI 50324 | Alias |
| **9. Suicide Blonde**<br>Atlantic 4-87860 | INXS |
| **10. Cherry Pie**<br>Columbia 38-73510 | Warrant |
| **11. Knockin' Boots**<br>Epic 34-73450 | Candyman |
| **12. Groove Is In The Heart**<br>Elektra 4-64934 | Deee-Lite |
| **13. Close To You**<br>Charisma 4-98951 | Maxi Priest |
| **14. Everybody Everybody**<br>RCA 2628 | Black Box |
| **15. Feels Good**<br>Wing 877 436-4/Polydor | Tony! Toni! Tone! |
| **16. Something To Believe In**<br>Enigma 44617/Capitol | Poison |
| **17. So Close**<br>Arista 2085 | Hall and Oates |
| **18. I'm Your Baby Tonight**<br>Arista 2108 | Whitney Houston |
| **19. Unchained Melody**<br>Verve 871 882-7/Polydor | The Righteous Brothers |
| **20. Praying For Time**<br>Columbia 38-73512 | George Michael |

## COMPACT DISCS

| TITLE<br>Label & Number/Distributing Label | ARTIST |
|---|---|
| **1. Please Hammer, Don't Hurt 'Em**<br>Capitol C2-92857 | M.C. Hammer |
| **2. To The Extreme**<br>SBK 95325 | Vanilla Ice |
| **3. The Razor's Edge**<br>ATCO 91413 | AC/DC |
| **4. Mariah Carey**<br>Columbia 45202 | Mariah Carey |
| **5. Listen Without Prejudice**<br>Columbia 46896 | George Michael |
| **6. X**<br>Atlantic 82140 | INXS |
| **7. Wilson Phillips**<br>SBK 93745 | Wilson Phillips |
| **8. Family Style**<br>Associated 46225/Epic | Vaughan Brothers |
| **9. Cherry Pie**<br>Columbia 45487 | Warrant |
| **10. Poison**<br>MCA 6387 | Bell Biv Devoe |
| **11. Empire**<br>EMI 92806 | Queensryche |
| **12. No Fences**<br>Capitol 93866 | Garth Brooks |
| **13. Flesh And Blood**<br>Enigma 91813/Capitol | Poison |
| **14. Ghost**<br>Varese Sarabande 5276/MCA | Soundtrack |
| **15. Blaze Of Glory**<br>Mercury 846734 | Jon Bon Jovi |
| **16. Mama Said Knock You Out**<br>Def Jam 46888/Columbia | L.L. Cool J |
| **17. No Prayer For The Dying**<br>Epic 46905 | Iron Maiden |
| **18. The Real Thing**<br>Slash 25878/Reprise | Faith No More |
| **19. Stick It To Ya**<br>Chrysalis 21702 | Slaughter |
| **20. Soul Provider**<br>Columbia 45012 | Michael Bolton |

Bill,

I need to know ...

1. Should I rotate the Double Dragon at Quick Mart?
2. Did you want to put another machine into Zak's Pizza?
3. Should we sell one of our Main Events?
4. Do you want me to pull everything from Video Theatre this week?
5. Does Hilda have my collection reports ready for tomorrow?

Charles

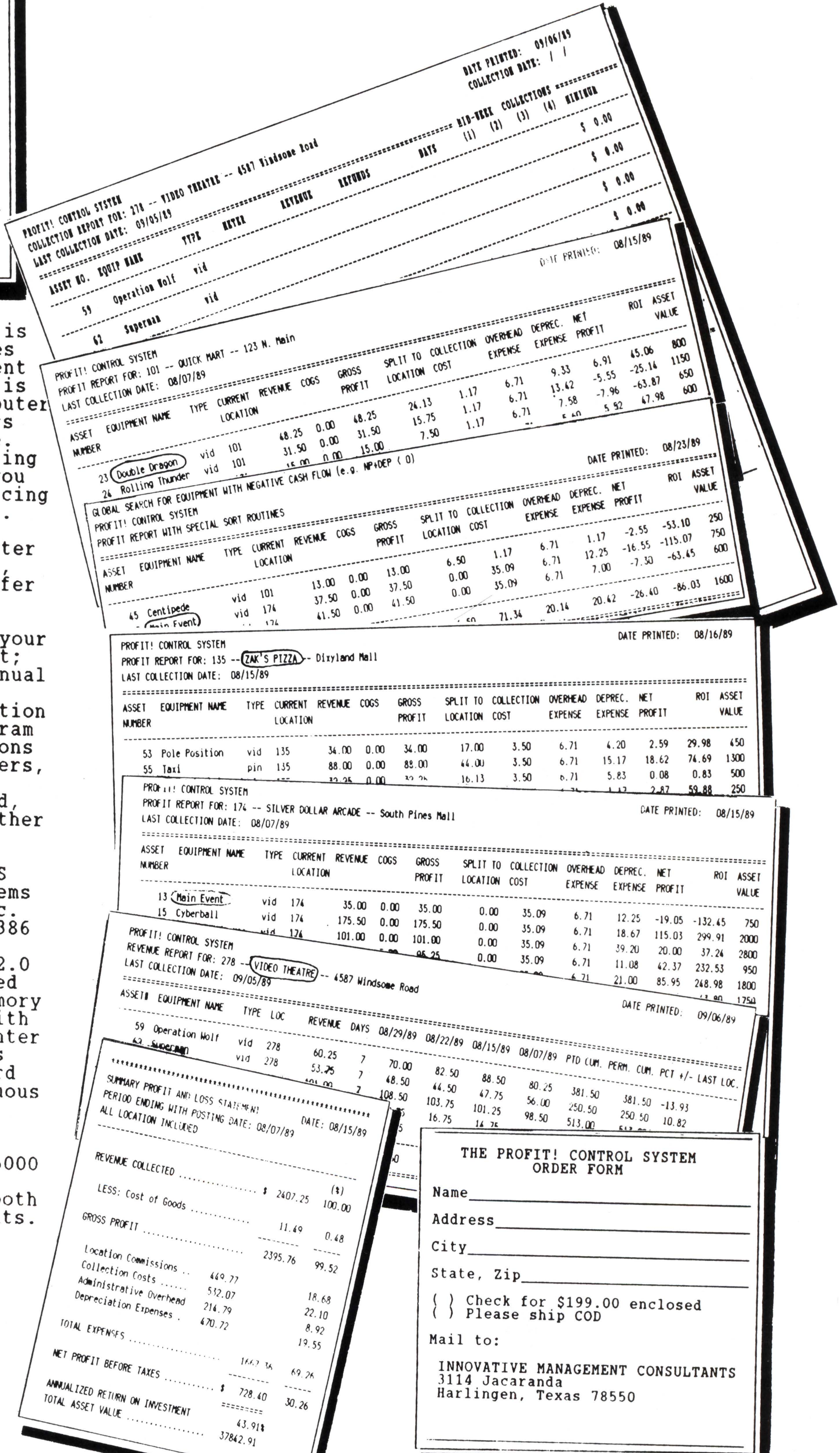
The PROFIT! CONTROL SYSTEM is computer software that takes control of all your amusement or vending equipment. Here is software for your microcomputer that calculates and delivers profits to your bottom line. It is not a general accounting package; its a system for you if you manage revenue-producing equipment (arcade or route). It makes every machine and every location a profit center and focuses on profits, ROI, collection histories, transfer dates, and meter readings.

And getting the answers to your questions is no great effort; our 70+ page instruction manual explains THE PROFIT CONTROL SYSTEM in detail. Installation is quick and using the program is easy. Entering collections is simple; equipment transfers, different token rates, and minimums are no problem. And, you never have to write another collection ticket by hand.

Here are the details. MS/DOS compatible for popular systems like IBM, Compaq, Tandy, etc. based on 8086, 80286, or 80386 microprocessors. Operating System: MS/DOS (or PC/DOS) 2.0 or higher. Language: Compiled QuickBasic by Microsoft. Memory Requirement: Minimum 256k with two disks or harddisk. Printer Requirements: 132 characters per line capacity in standard or compressed print, continuous paper feed recommended. Equipment Capacity: Limited only by disk storage space. Practical limits are 50 to 5000 pieces of equipment. Disk Format: All orders include both 3-1/2" and 5-1/4" disk formats.

HOW TO ORDER

Call (512)425-1918 to place your order. Give your name, address, and telephone number and we'll ship COD, or FAX your order to our FAX number (512)423-6661 and we will ship COD. You may also mail the order form along with your check for $195.00 plus $4.00 postage ($199.00)



```
PROFIT! CONTROL SYSTEM                                                      DATE PRINTED:  09/06/89
COLLECTION REPORT FOR: 278 -- VIDEO THEATRE -- 4587 Windsome Road           COLLECTION DATE:  / /
LAST COLLECTION DATE:  09/05/89
======================================================================== MID-WEEK COLLECTIONS ============
ASSET NO.  EQUIP NAME     TYPE    METER    REVENUE    REFUNDS    DAYS    (1)   (2)   (3)   (4)   MINIMUM
---------------------------------------------------------------------------------------------------------
   59    Operation Wolf   vid                                                                   $ 0.00
---------------------------------------------------------------------------------------------------------
   62    Superman         vid                                                                   $ 0.00
---------------------------------------------------------------------------------------------------------
                                                                                                $ 0.00
                                                                                                $ 0.00
```

```
PROFIT! CONTROL SYSTEM                                                              DATE PRINTED:  08/15/89
PROFIT REPORT FOR: 101 -- QUICK MART -- 123 N. Main
LAST COLLECTION DATE:  08/07/89
===============================================================================================================
ASSET   EQUIPMENT NAME    TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION  OVERHEAD  DEPREC.  NET     ROI     ASSET
NUMBER                          LOCATION                  PROFIT  LOCATION  COST        EXPENSE   EXPENSE  PROFIT          VALUE
---------------------------------------------------------------------------------------------------------------
   23 Double Dragon     vid   101        68.25   0.00   68.25   26.13     1.17        6.71      9.33     6.91    65.06   800
   26 Rolling Thunder   vid   101        31.50   0.00   31.50   15.75     1.17        6.71     13.42    -5.55   -25.14  1150
                                                        15.00    7.50     1.17        6.71      7.58    -7.96   -63.87   650
                                                                                                         5.52    67.98   600
```

```
GLOBAL SEARCH FOR EQUIPMENT WITH NEGATIVE CASH FLOW (e.g. NP+DEP ( 0)                DATE PRINTED:  08/23/89
PROFIT! CONTROL SYSTEM
PROFIT REPORT WITH SPECIAL SORT ROUTINES
===============================================================================================================
ASSET   EQUIPMENT NAME    TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION  OVERHEAD  DEPREC.  NET     ROI      ASSET
NUMBER                          LOCATION                  PROFIT  LOCATION  COST        EXPENSE   EXPENSE  PROFIT           VALUE
---------------------------------------------------------------------------------------------------------------
   45 Centipede         vid   101        13.00   0.00   13.00    6.50     1.17        6.71      1.17    -2.55    -53.10   250
      Main Event        vid   174        37.50   0.00   37.50    0.00    35.09        6.71     12.25   -16.55   -115.07   750
                              174        41.50   0.00   41.50    0.00    35.09        6.71      7.00    -7.30    -63.45   600
                                                                         71.34       20.14     20.62   -26.40    -86.03  1600
```

```
PROFIT! CONTROL SYSTEM                                                              DATE PRINTED:  08/16/89
PROFIT REPORT FOR: 135 -- ZAK'S PIZZA -- Dixyland Mall
LAST COLLECTION DATE:  08/15/89
===============================================================================================================
ASSET   EQUIPMENT NAME    TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION  OVERHEAD  DEPREC.  NET     ROI     ASSET
NUMBER                          LOCATION                  PROFIT  LOCATION  COST        EXPENSE   EXPENSE  PROFIT          VALUE
---------------------------------------------------------------------------------------------------------------
   53 Pole Position     vid   135        34.00   0.00   34.00   17.00     3.50        6.71      6.20     2.59    29.98   450
   55 Taxi              pin   135        88.00   0.00   88.00   44.00     3.50        6.71     15.17    18.62    74.69  1300
                                                 0.00           16.13     3.50        6.71      5.83     0.08     0.83   500
                                                                                                         2.87    59.88   250
```

```
PROFIT! CONTROL SYSTEM
PROFIT REPORT FOR: 174 -- SILVER DOLLAR ARCADE -- South Pines Mall                  DATE PRINTED:  08/15/89
LAST COLLECTION DATE:  08/07/89
===============================================================================================================
ASSET   EQUIPMENT NAME    TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION  OVERHEAD  DEPREC.  NET      ROI      ASSET
NUMBER                          LOCATION                  PROFIT  LOCATION  COST        EXPENSE   EXPENSE  PROFIT            VALUE
---------------------------------------------------------------------------------------------------------------
   13 Main Event        vid   174        35.00   0.00   35.00    0.00    35.09        6.71     12.25   -19.05  -132.45   750
   15 Cyberball         vid   174       175.50   0.00  175.50    0.00    35.09        6.71     18.67   115.03   299.91  2000
                              174       101.00   0.00  101.00    0.00    35.09        6.71     39.20    20.00    37.24  2800
                                                                 0.00    35.09        6.71     11.08    42.37   232.53   950
                                                                                      6.71     21.00    85.95   248.98  1800
                                                                                                                        1750
```

```
PROFIT! CONTROL SYSTEM
REVENUE REPORT FOR: 278 -- VIDEO THEATRE -- 4587 Windsome Road
LAST COLLECTION DATE:  09/05/89                                                     DATE PRINTED:  09/06/89
===============================================================================================================
ASSET# EQUIPMENT NAME   TYPE LOC   REVENUE DAYS 08/29/89 08/22/89 08/15/89 08/07/89 PTD CUM. PERM. CUM. PCT +/- LAST LOC.
---------------------------------------------------------------------------------------------------------------
  59 Operation Wolf     vid  278    60.25    7    70.00    82.50    88.50    80.25   381.50   381.50   -13.93
  62 Superman           vid  278    53.75    7    48.50    44.50    47.75    56.00   250.50   250.50    10.82
                                             7   108.50   103.75   101.25    98.50   513.00
                                                           16.75
```

```
*************************************************************************
SUMMARY PROFIT AND LOSS STATEMENT
PERIOD ENDING WITH POSTING DATE: 08/07/89                 DATE: 08/15/89
ALL LOCATION INCLUDED
-------------------------------------------------------------------------

REVENUE COLLECTED .................... $  2407.25      (%)
                                                    100.00
  LESS: Cost of Goods .............          11.49
                                                      0.48
GROSS PROFIT .........................   --------   ------
                                          2395.76    99.52
  Location Commissions ..    449.77
  Collection Costs ......    532.07                  18.68
  Administrative Overhead    214.79                  22.10
  Depreciation Expenses .    470.72                   8.92
                                                     19.55
TOTAL EXPENSES .......................    1667.36
                                                     69.26
NET PROFIT BEFORE TAXES ........... $   --------    ------
                                           728.40    30.26
ANNUALIZED RETURN ON INVESTMENT          =========
TOTAL ASSET VALUE ...................      43.91%
                                         37842.91
```

### THE PROFIT! CONTROL SYSTEM ORDER FORM

Name____________________________

Address____________________________

City____________________________

State, Zip____________________________

( ) Check for $199.00 enclosed
( ) Please ship COD

Mail to:

INNOVATIVE MANAGEMENT CONSULTANTS
3114 Jacaranda
Harlingen, Texas 78550

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PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. The deadline is one month before you want the ad to appear (example: August ad must be in by July 1). Send ad orders and payment to: PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184; FAX 504-488-7083. For more information, contact Carol Lea LeBell (504) 488-7003.

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**FAX (301) 477-3110**

## TECHNICAL INSTRUCTION

### CLASS SCHEDULE

| | |
|---|---|
| **Orlando, FL** | **January 14-19** |
| **San Diego, CA** | **February 4-9** |
| **Seaside Heights, NJ** | **April 22-27** |

**FOR FURTHER INFORMATION REGARDING VIDEOTAPES OR ARCADE SCHOOL CLASSES, CONTACT:**

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| | |
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| **Power Supplies** | **$49.95** |
| **Raster Scan Monitors** | **$49.95** |
| **XY Monitors** | **$29.95** |
| **The Digital Multimeter** | **$29.95** |

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President

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**Hydra — $1695**
**Big Run — $1995**
**Moon Walker — $1895**
**Crime Fighter u/r — $695**
**Super Off Road — $1695**
**Super Monaco GP — $1995**
**Rowe BC-25MC — $1795**

## "CRANK" SPECIALS:

| | | | | | |
|---|---|---|---|---|---|
| Aliens | 1495 | G-Lock | 2895 | Pigskin | 1495 |
| Ataxx u/r | 1795 | Golden Axe u/r | 1295 | Power Drift | 1795 |
| Basketball (2 pl.) | 795 | Magic Sword u/r | 1895 | Rambo III u/r | 1095 |
| Beast Busters | 2995 | Merc's | 2295 | S.C.I. | 2095 |
| Caliber 50 | 1295 | MVP | 1095 | Sly Spy u/r | 1095 |
| Chase H.Q. | 1795 | Narc | 1595 | Smash TV | 1995 |
| ESWAT u/r | 1095 | Ninja Turtles | 1895 | Turbo Drive | 1995 |
| Gates of Doom u/r | 1695 | Pigout | 1495 | WWF u/r | 1495 |

### VIDEO GAMES

| | |
|---|---|
| Afterburner | 1095 |
| Ameri-Darts | 795 |
| Arch Rivals | 995 |
| Arkanoids | 595 |
| Assault U/R | 795 |
| Blockout | 695 |
| Bottom of Ninth U/R | 595 |
| Buster Bros. U/R | 895 |
| Capcom Bowling | 1095 |
| Continental Circuit U/R | 1195 |
| Crackdown | 1295 |
| Cyberball | 1895 |
| DJ Boy ur | 895 |
| Escape - Robots | 995 |
| Gain Ground | 895 |
| Klax | 795 |
| Ninja Gaiden U/R | 695 |
| Ninja Warriors | 1395 |
| Operation Thunderbolt | 1695 |
| Operation Wolf | 1195 |
| Out Run | 1795 |
| PlayChoice 10 | 995 |
| Quarterback | 895 |
| RoadBlasters | 1295 |
| Rolling Thunder | 695 |
| Stun Runner | 2795 |
| Super Sprint | $1295 |
| Team Quarterback | 1795 |
| Turbo Outrun mini | 2195 |
| Vindicators | 795 |
| Volleyball U/R | 495 |
| World Soccer Finalist | 1995 |

### PC BOARD & HEADER

| | |
|---|---|
| Aliens | 795 |
| American Horseshoes | 495 |
| Arch Rivals | 595 |
| Cabal | 495 |
| Combatrides | 795 |
| Crime Fighters | 495 |
| Devastators | 395 |
| DJ Boy | 595 |
| Escape - Robots | 395 |
| Eswat | 495 |
| 50 Caliber | 695 |
| Final Blow | 695 |
| Gates of Doom | 695 |
| Golden Axe | 495 |
| Guerilla War | 395 |
| Ikari III | 495 |
| Klax | 495 |
| M.V.P. | 595 |
| Moonwalker | 1095 |
| P.O.W. | 295 |
| Rambo III | 395 |
| Robo Cop | 395 |
| SlySpy | 395 |
| Street Smart | 395 |
| Super Contra | 295 |
| V Ball | 295 |
| WWF | 795 |

### PINBALLS

| | |
|---|---|
| Back to the Future | 2095 |
| Black Knight | 1495 |
| Bone Busters | 1395 |
| Cyclone | 1595 |
| Diner | 1995 |
| Elvira | 1995 |
| Jokerz | 1395 |
| Lights Camera Action | 1695 |
| Playboy | 1095 |
| Pinbot | 795 |
| Police Force | 1695 |
| Pool Shark | 1595 |
| Rollergames | 1995 |
| Silver Slugger | 1695 |
| Taxi | 1595 |
| Vegas | 1795 |
| Whirlwind | 1995 |

### REDEMPTION GAMES

Reconditioned-Warranteed

| | |
|---|---|
| Dribble Jr. | 1895 |
| Fantasy Island | 1995 |
| Klondike | 2995 |
| Lotto Fun/Hopper | 1195 |
| Pop-A-Ball | 3295 |
| Skill Dozer | 1295 |
| Single Big Choice | 1495 |
| 5-in Line Bingo | 995 |
| Silver Ski (6 pl.) | 8900 |
| Toss 'em | 1995 |

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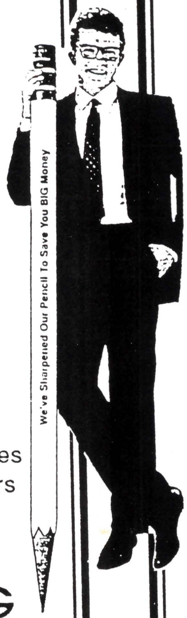
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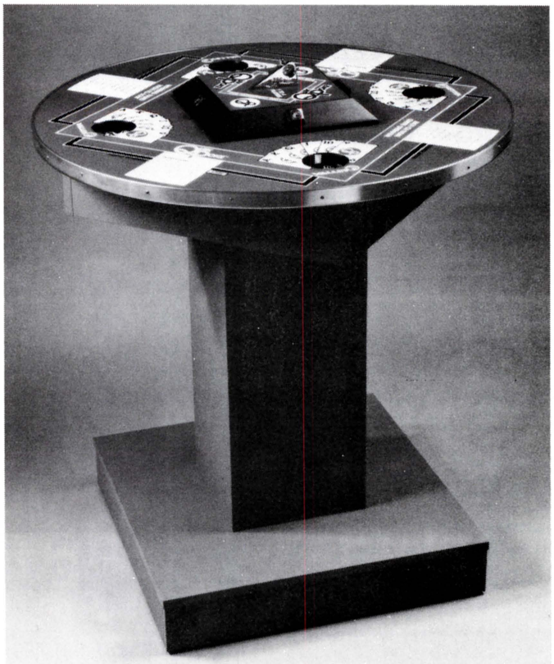

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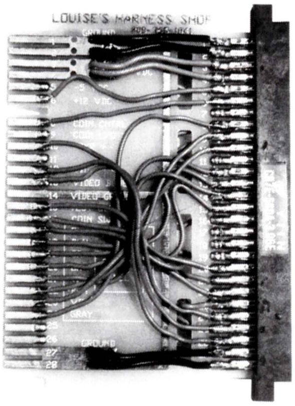

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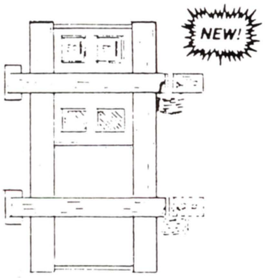

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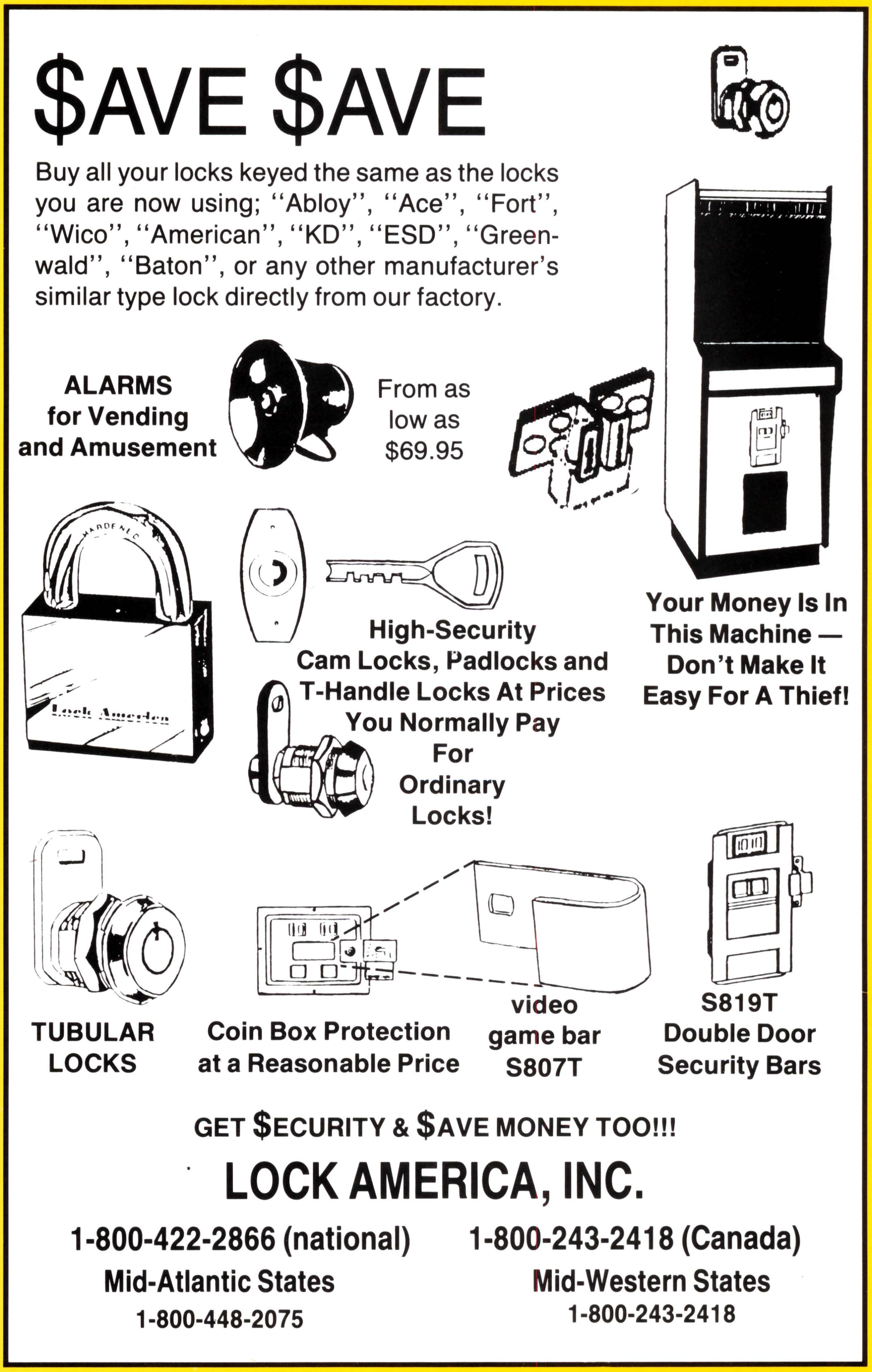

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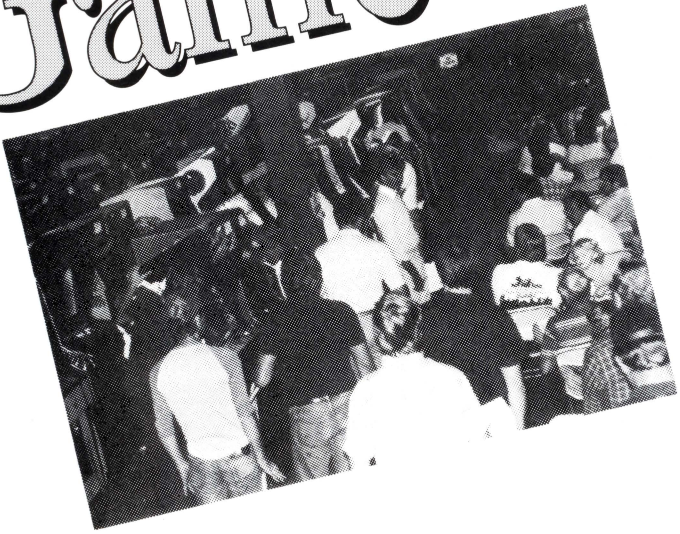

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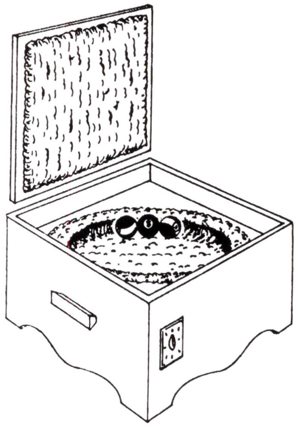

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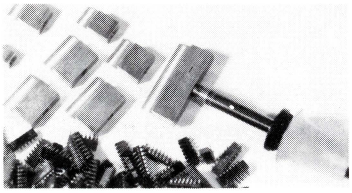

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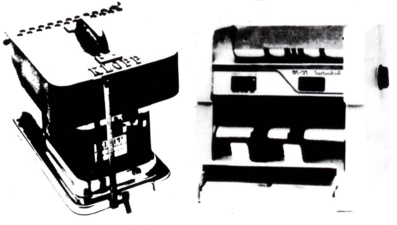

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Please contact your distributor to receive a conversion kit for each Atari Final Lap game that you own or operate. You will receive a $100 credit from Namco-America Inc. through your distributor for each game you convert, upon our receipt of the original chip sets. Up to five $100 credits can be added together and applied to the purchase of each new Namco Final Lap 2 dedicated game, which is scheduled for introduction February, 1991.

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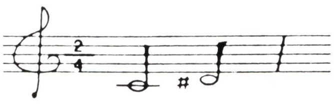

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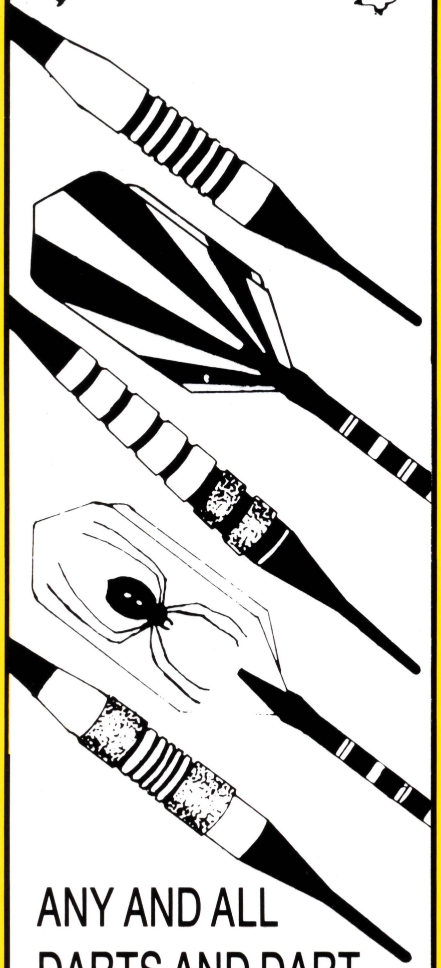

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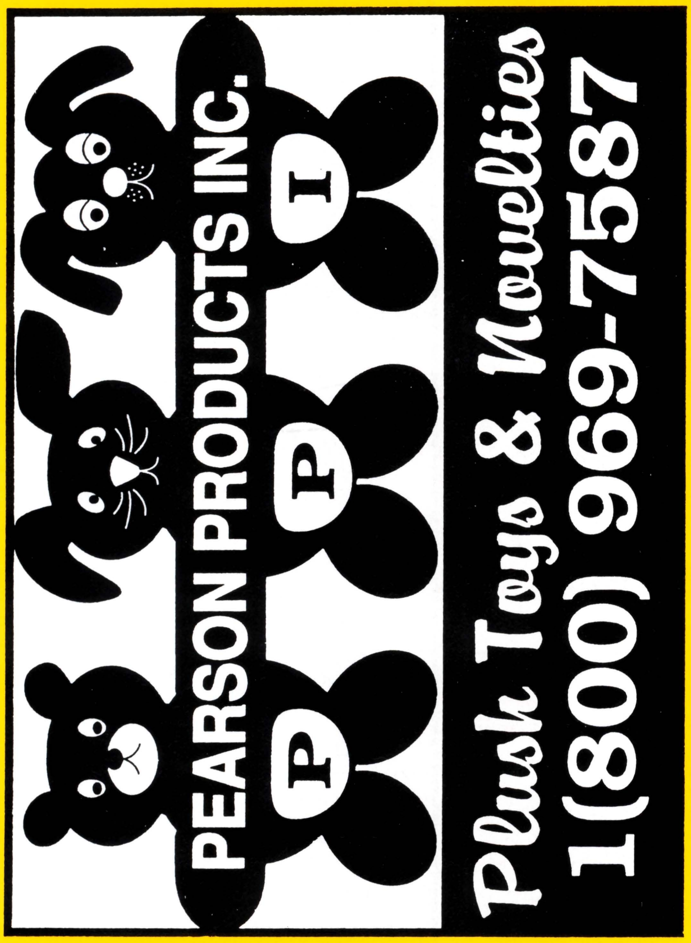

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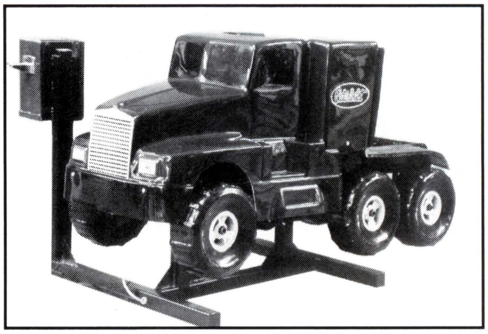

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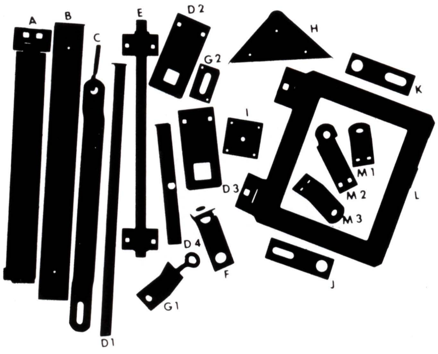

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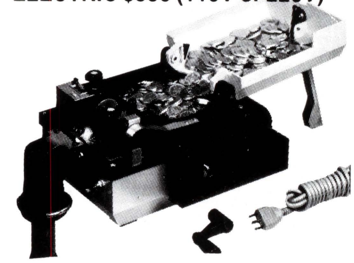

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| Twin Cobra * | 425 |
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# THE CALENDAR

## 1991

### January 12-13

Florida Amusement and Vending Association (FAVA) Vending and Machinery Show, Orlando Centroplex, Orlando, Fla. Contact FAVA (407) 898-3451.

### February 10-12

Night Club and Bar Hotel/Restaurant /Beverage Show, Tampa Convention Center, Tampa, Fla. Call (800) 247-3881.

### February 22-24

South Carolina Coin Operators Association (SCCOA) Annual Convention and Trade Show, Columbia, S.C., Sheraton Hotel at I-20 and Bush River Road. Call Helen Sikes (803) 345-2048 or (803) 779-2498.

### March 1-3

World Championships of Flipper/Pinball in Milwaukee, sponsored by the AMOA/International Flipper Pinball Association (IFPA).

### March 22-24

American Coin Machine Expo (ACME), Bally's Hotel, Las Vegas. Contact Bill Glasgow Inc. (708) 333-9292.

### April 12-13

Minnesota Operators of Music and Amusements (MOMA) Annual Convention and Trade Show, St. Paul Hotel, St. Paul, Minn. Contact Hy Sandler (612) 927-6662.

### April 12-14

National Amusement and Vending Expo, Louisville, Ky. Contact Andry Montgomery and Associates Inc., (502) 473-1992; FAX (502) 473-1999.

### April 19-21

Georgia Amusement and Music Operators Association (GAMOA) Annual Convention and Trade Show, Evergreen Conference Center in Stone Mountain Park, Atlanta. Call GAMOA (404) 972-7445.

### May 18-22

Amusement and Music Operators Association (AMOA) Government Affairs Conference, Hyatt Regency, Washington, D.C. Contact AMOA (312) 644-6610 or (312) 565-4602.

### May 31-June 1

Ohio Coin Machine Association (OCMA) Annual Trade Show and Convention, Radisson Airport Hotel and Conference Center, Columbus, Ohio. Contact OCMA (614) 486-8677.

### September 12-14

Amusement and Music Operators Association (AMOA) Expo, Las Vegas Convention Center, Las Vegas. Contact AMOA (312) 644-6610 or (312) 565-4602.

## International

## 1991

### January 7-11

Amusement Trades Exhibition International (ATEI), Grand Hall Gallery, Olympia, London. Contact Margaret Turner, Malcolm McIntyre Consultancy, Crusader House, 14 Pall Mall, London SW1Y 5LU, Tel. 071-839-1461; FAX 071-925-2206

### January 23-26

IMA '91, International Trade Fair for Amusement and Vending Machines, Frankfurt/Main Fairgrounds, Frankfurt, Germany. Contact Heckmann GMBH, Kappelenstr. 47, D-6200 Wiesbaden. Phone (0 61 21) 58 -4-0;Telex 4186 518; FAX (0 61 21) 5804-17.

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## THE LAST WORD

# Thoughts gleaned from Expo '90

I'm not the world's biggest fan of radio/TV talk show host Larry King. Oh, I'll watch his show on CNN if the guests are interesting, like Marion "Sniffles" Barry or some skinhead trying to pass himself off as a mainstream American. But by and large, I don't make it a point to tune-in nightly.

That said, the one thing about King that I *do* like is his column in *USA Today*. Specifically, I like the "stream of consciousness" effect he gets by lumping random thought after random thought. If imitation is the sincerest form of flattery, then here come the accolades.

Can anything be done about the heat on the exhibit floor? Either crank up the AC or move the show to Anchorage ....The security guards protecting the exhibit entrance do quite a vociferous job of keeping out the gate-crashers and their ilk. I half-expected a hound from the canine police to sniff out my press badge ....

*The Simpsons* was named AMOA "hit of the show." As I recall, the same honor was bestowed upon *Elvira and the Party Monsters* in 1989. Why, then, do I hear operators say things like "I don't need any new pins; my old ones earn well enough" or "I had a bad experience with an XYZ Co. game in the past; no more pins for this boy." Why aren't they as unforgiving with dog videos and rehashed driving simulators? ....

I'd like to commission a survey to find out how many more games get sold due to their being hawked by mega-breasted females. I mean really, these outfits almost force the ladies' ample contents to spill out, or they're so tight that no curve is left to the imagination. Those who feel exploited can send a photograph of themselves—in the offending garb, of course, to the magazine; the envelopes should read "Attention: Chris Caire." We wouldn't want them to get misplaced. I'll gather the photos and see that something gets done about it (color glossies suitable for framing, please) ...

We're still waiting for the official attendance numbers, but conservative estimates put the figure between 7,000 and 7,500 attendees. Is it just me, or did most booths appear able to withstand cannon fire? Along the sample lines, I get a kick out of those booth representatives who, when asked how the show went for them, reply, "Business was great!" or "This was the best one we ever had!" These same people looked like the Maytag repairman whenever I walked by....

For those busy folks who had to eat their lunch on the second floor of the Convention Center, I apologize. No, it wasn't *my* fault that a plate of pseudo-jambalaya and a soft drink cost $8.57, or that a cold sandwich with chips and a drink hovered in the $10 price range. I apologize on behalf of my fellow New Orleanians, who know and appreciate how well—and inexpensively—we eat all over town. Those responsible for this rip-off ought to be ashamed ....

How much longer can the industry stand 25-cent play? If there's a nicer man in this business than Sol Lipkin at American Shuffleboard, I'd like to meet him. Conversely, if there's a bigger jerk than (fill in your own blank; there are plenty of candidates) ....

Finally, to those of you who took my advice on where to dine and bar-hop in New Orleans, I hope you weren't disappointed. If you happen to live in Las Vegas, please reciprocate by filling me in on where to eat there. Next year's show is in your backyard; I want more than a $2.95 breakfast buffet at Circus Circus. ☐

Christopher Caire

**Christopher Caire**
**News Editor**

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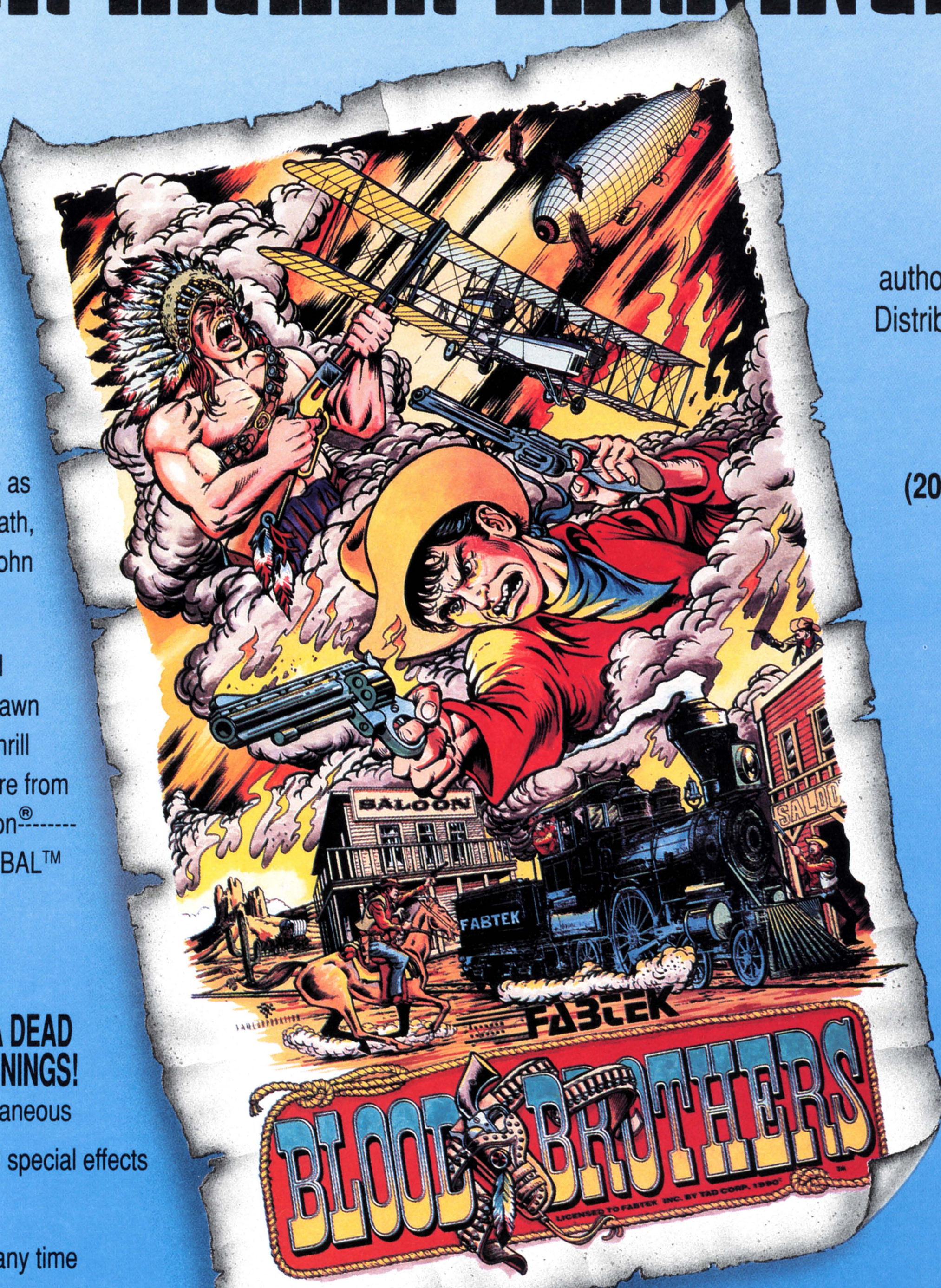

The Wild West lives on! This time, the Cowboys and Indians are on the same side as two men, linked by a blood oath, join forces against Big Bad John and his gang.

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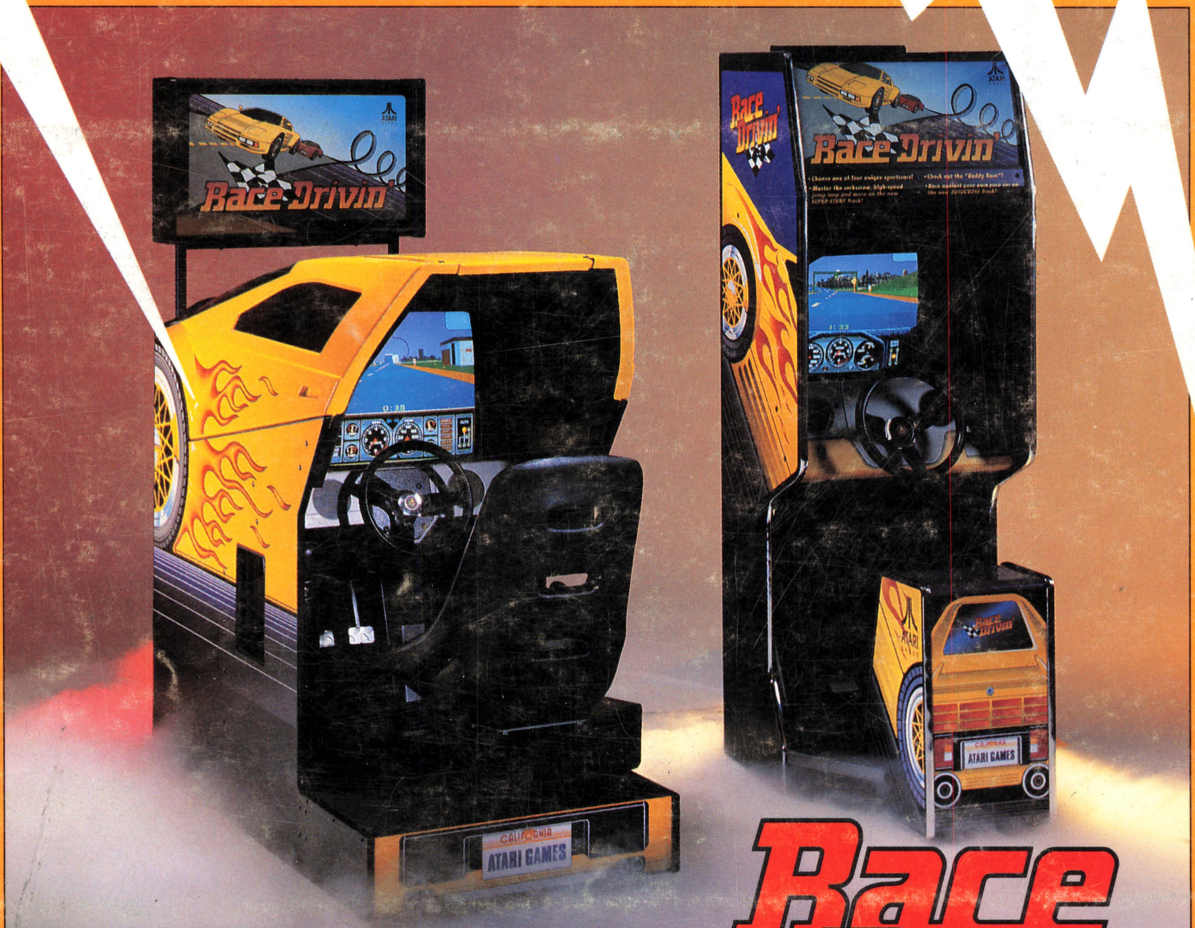
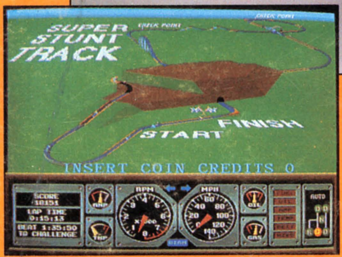
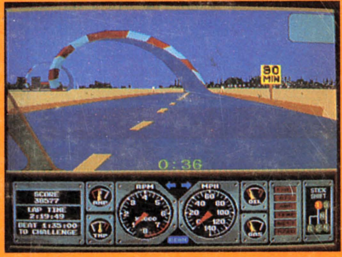
# WHO SAYS LIGHTNING DOESN'T STRIKE TWICE?



# Race Drivin'™



The ultimate racing challenge: Super Stunt track.



Getting through the Corkscrew will leave you breathless.

*When it comes to the thrills and excitement of Atari racing games, once is definitely not enough.*

*Introducing Race Drivin'—the electrifying new racing simulation game with all the white knuckle fun of our popular Hard Drivin'. Plus some new extras that make it even more challenging.*

*Race Drivin' features a choice of four high-performance cars to race on four thrill-packed tracks. The new Autocross track, with a built-in pace car and lap timer, will make it tough to tell which is racing faster, your car or your heart. And Super Stunt track has a corkscrew loop, a jump loop, and a treacherous mountain road. Look out below!*

*Other Atari innovations include Buddy Race, where players compete against each other and the clock. Improved handling and life-like 3-D graphics. Plus your choice of two models—either the Deluxe Sitdown or the Compact Upright.*

*Experience the racing game that's taking the world by storm. Take Race Drivin' out for a test spin, loop, jump, race, roll, crash, drive today. Call your Atari Games distributor for further information today.*

Deluxe Cockpit dimensions:
Height: 77 in. (197 cm.)
Depth (seat in): 62.5 in. (160 cm.)
Width: 31.5 in. (81 cm.)
Weight: 750 lbs. (341 kg.)

Compact Upright dimensions:
Height: 79 in. (201 cm.)
Depth: 40 in. (102 cm.)
Width: 27.25 in. (69.2 cm.)
Weight: 475 lbs. (215 kg.)

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